IN THIS ISSUE: THE COSBY SHOW & ALL OF ME

310

No. 255 June 1985

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NUMBER 255 JUNE 1985

MAD

"Even the man who has everything is envious of the man who has two of everything!" —Alfred E. Neuman

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JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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COVER ARTIST: RICHARD WILLIAMS COVER IDEA: AL JAFFEE

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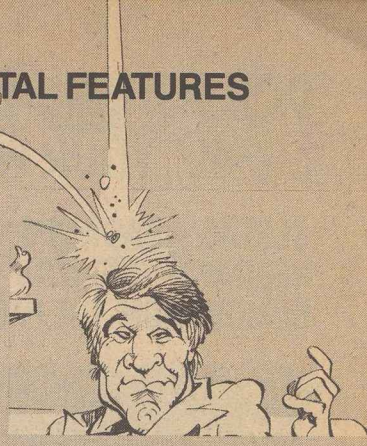
VITAL FEATURES

GAL OF ME Pg. 4



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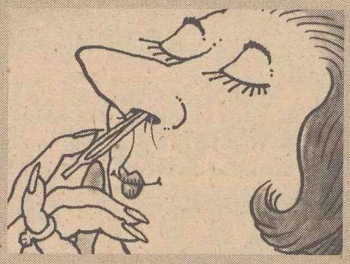

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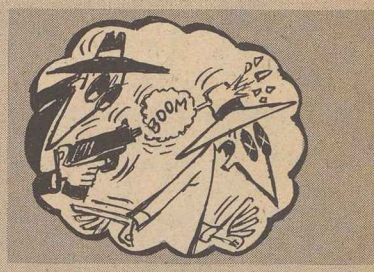
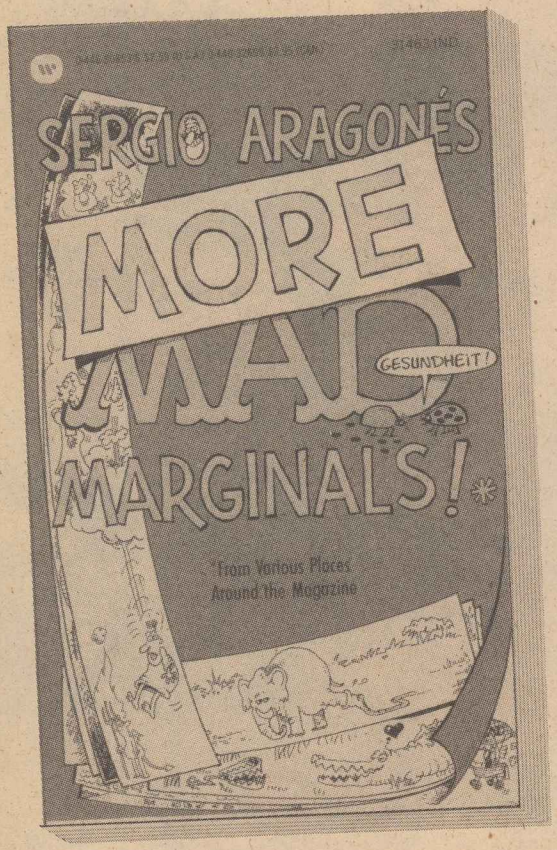


THE CLODSBY SHOW Pg. 44

DON'T STRAIN YOUR EYES... ...ONLY YOUR WALLET!

SERGIO ARAGONES HAS FAITHFULLY REDRAWN (BIGGER!) HIS BORDERLINE HUMOR FROM THE PAGES OF MAD IN...



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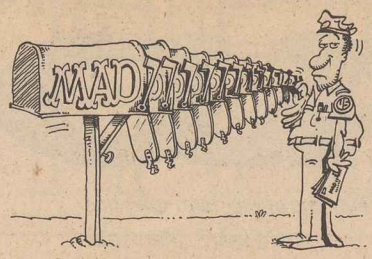


"PRINCE" CHARMING?

I just loved "Purple Acid Rain". One question: Why did you call Prince "Prance" rather than "Priss"? It's more appropriate!

Jennifer Waller
Columbus, GA

Hey! I didn't like that Purple "Acid" Rain crack! I happen to be a big fan of Prince, so don't make fun of him.

Misha Holdford
Hopewell, VA

GRATEFUL FOR THE DEAD?

In response to "Don Edwing Looks At Funerals": Some of my colleagues think it is sick, but if you ask me, it's pretty damn funny. It's a good thing that stuff doesn't *really* happen, although it might if you MAD guys were in the business! See, even funeral directors have a sense of humor!

Marvin E. Baumgarner,
Funeral Director
Warrenton, MO

"GHOST-DUSTERS"

All right, you idiots! You messed up once again! It seems that Arnie Kogen has to be sent back to school. On page six of your "Ghost-Busters" satire, Dr. Leerman is explaining the cost of catching the ghost to the hotel manager. Leerman says the cost is $10,000, but his rundown of prices comes to $11,000! Can't you nincompoops do anything right? I'm beginning to doubt it!

Joel Gorick
Waycross, GA

A+ for comedy and an F for math.

Tanya Aropoff
Fresno, CA

Other MAD math-busters include: Mike Butler, Clinton CT; Jeff Whitty, Coos Bay OR; Deane Rose, Dummer NH; Brian Winkler, Flanders NJ; Mike Spector, Balto MD; Chris Zarcone, Wayne PA; Rob Wilharn, Elgin IL.

"THE KAROCKY KID"

I was, like, totally offended by your "Karocky Kid". Like, bag your face, not every girl in California is like, blonde and gorgeous. And I'm so sure, relationships are not like, made by, oh my god, holding the same volleyball. Like, get it straight, we're not all total airheads, I'm so sure.

Like, Stephanie Lamm
Vista, CA

SCRATCH THIS

I took your advice and scratched off the lines on the front cover. I found myself to be a winner! So, what do I win? Maybe the extra $1,000 from "Ghost-Dusters?"

Kim Leonard
Windsor, Ontario

I scratched off the UPC symbol and it said that I had won $50,000! Should I come to your offices to collect?

David Kaplan
East Meadow, NY

There must be a mistake. Our $50,000 prize was won by a Mr. William Gaines of New York City!—Ed.

"PET BACK TALK" BACK TALK

All last summer I tried to teach my dog, Casey, how to retrieve a frisbee, with no luck. I'd throw the frisbee and Casey would just sit there with this really stupid expression on his face. I always wondered what he was thinking, sitting there like that. After reading Paul Peter Porges "A MAD Look At Pet Back Talk" now I think I know! Next time Casey looks at me that way, I'm going to smack him in the mouth!

Pamela Scherl
Tomkins Cove, NY

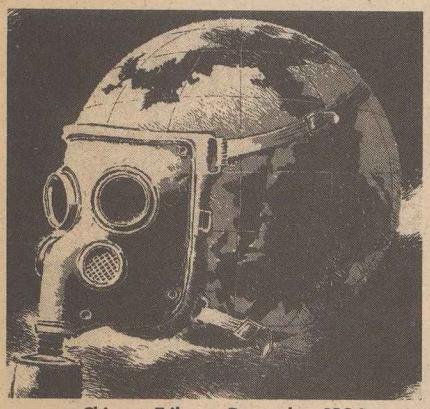
I would like to congratulate Paul Peter Porges for exposing dogs as the foul-mouthed, furry pond scum that they really are! ("A MAD Look At Pet Back Talk"). For months I've been telling my boyfriend's dog, Pete, that he's a no good waste of life. You can't print what he says back to me!

Joan Cirillo
Staten Island, NY

"Ghost-Dusters": It Just Doesn't Add Up

MAD RIP-OFFS—CONTINUED

MAD #157 March 1973



Chicago Tribune, December 1984

Thanks to everyone who sent us the latest contribution in what has become a never-ending series.—Ed.

THE MAD MINUTE

As we told you schmucks in our last issue, "The MAD Minute" is an ongoing series of (alleged) funny radio routines performed by MAD writer Dick DeBartolo. Over the next few issues, we'll list, by state, the radio stations now playing the Minute. When we publish your state, if your favorite station isn't listed, send us their name and address. We'll make sure they start receiving the tape. Send the station's name and address to: The MAD Minute, c/o MAD Magazine, 485 MADison Avenue, New York, NY 10022

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KOB, Albuquerque
KREK, Albuquerque
KENN, Farmington
KRWN, Farmington

NEVADA
KOH, Reno
KBET, Reno
KOLO, Reno

KANSAS
KFDI, Wichita
KFH, Wichita
KLEO, Wichita
KWKN, Wichita

NEBRASKA
KJEB, Scottsbluff
KNEB, Scottsbluff
KOLT, Scottsbluff

MICHIGAN
WJR, Detroit
WWWW, Detroit
WILS, Lansing

IOWA
KCBK, Des Moines
KIOA, Des Moines
KSO, Des Moines
KGGO, Des Moines
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WTJS, Jackson

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WILD AND CRAZY GUISE DEPT.

It is said, "Behind every great man there's a woman!" Well, there's a new movie that goes one step further—mainly, "Inside the leading man there's a woman!" You'll see what I mean as MAD cranks up its take-off of the film...

I'm Rodger Dodger—a Lawyer! Sometimes I act **silly** and **immature** and do very **childish** things! So people are surprised to hear that I'm a **Lawyer**—they think I'm a **Judge!**

I'm Priggy Shylock, Rodger's **fiance!** When we get married, we won't have any **children!** Trying to get **Rodger** to **grow up** will be difficult enough!

I'm Edmeana Cutthroat! My life has been devoted to being **rotten** to people, causing them **pain** and **heartache!** But now I'm dying! I guess the **fun** had to stop someday!

I'm Fry, a close friend of Rodger! I play a **mean** horn! Rodger plays a **mean** guitar! And, as you've just heard, Edmeana plays a **mean** broad!

I'm Grabby, the stable-man's daughter! I'm the subject of a spiritual **"transmanipulation"** that will put Edmeana's **soul** into **my body,** not to mention **my** mitts into **her cash!**

THE JOY OF SAX

My life here at "Shylock and Miffed" is so **drab!** I want to see real **justice** in action! I want to see the "little guy" get a **fair shake!** I want to see rotten politicians get **theirs!**

Then you shouldn't be a Los Angeles **Lawyer!** Why not go to Sherwood Forest and be **Robin Hood?**

LAW FOR THE RICH

LAW FOR THE POOR

Edmeana is here, and you're right—the lady's **wacko!** She wants me to put her estate in **order!**

What's so wacko about **that?**

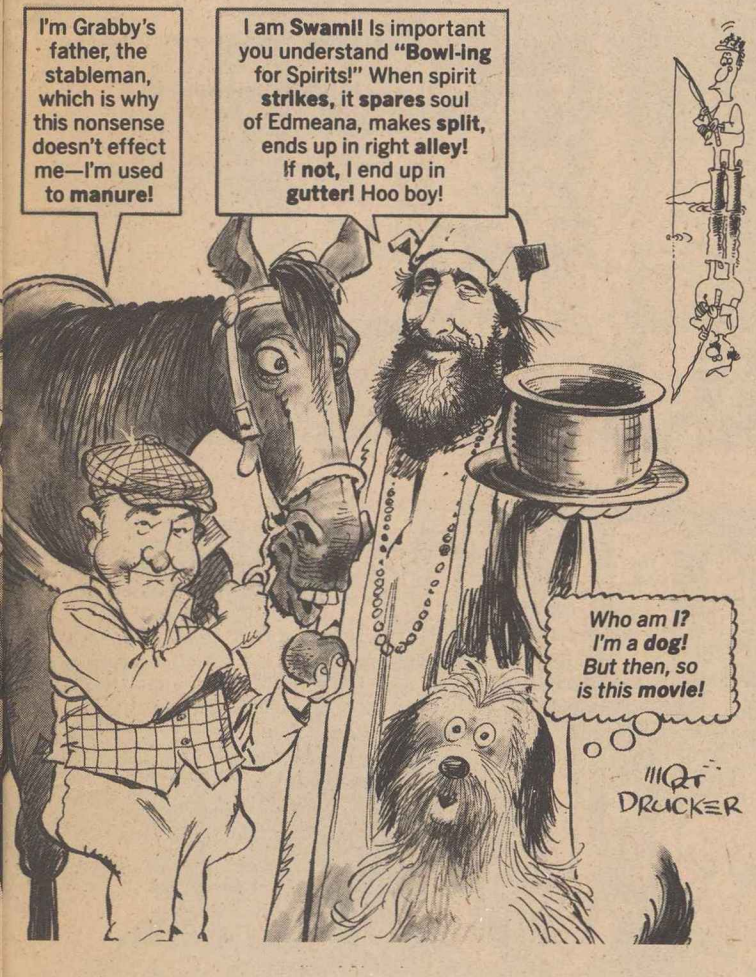
Alphabetical order? I think her brain has already left her body!

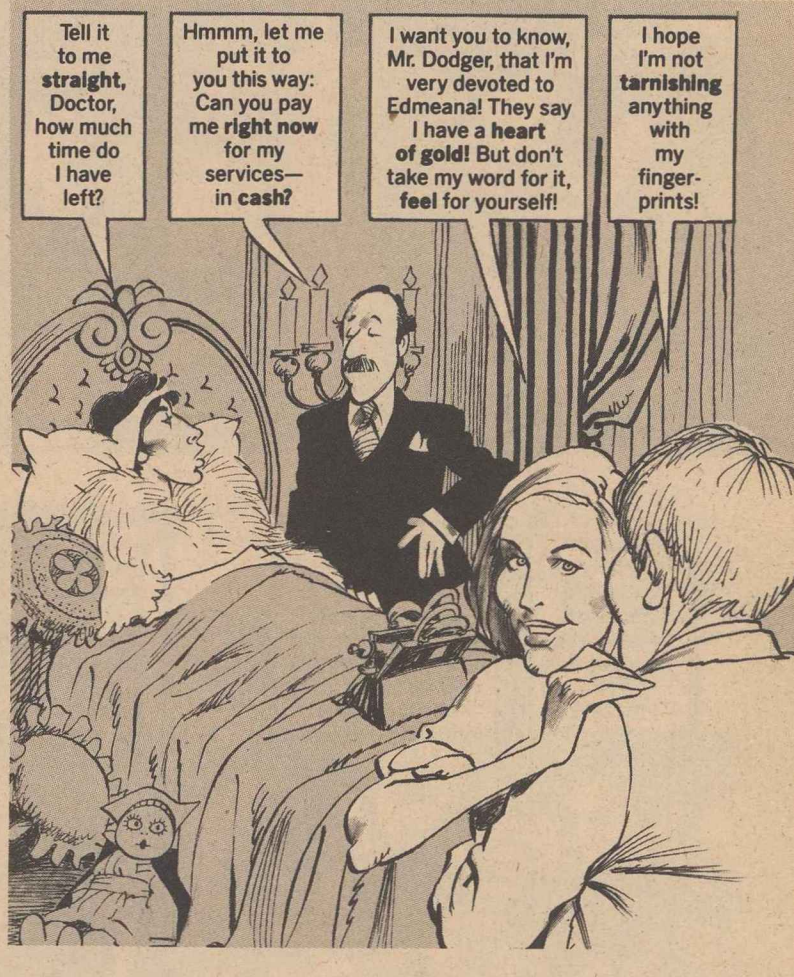
You see, Mr. Shylock, in my whole life I've never been to a base-ball game or the ballet...

I'm so sorry to hear that, Edmeana...

Don't be! I **hate** baseball and I **loathe** the ballet!

GAL OF ME





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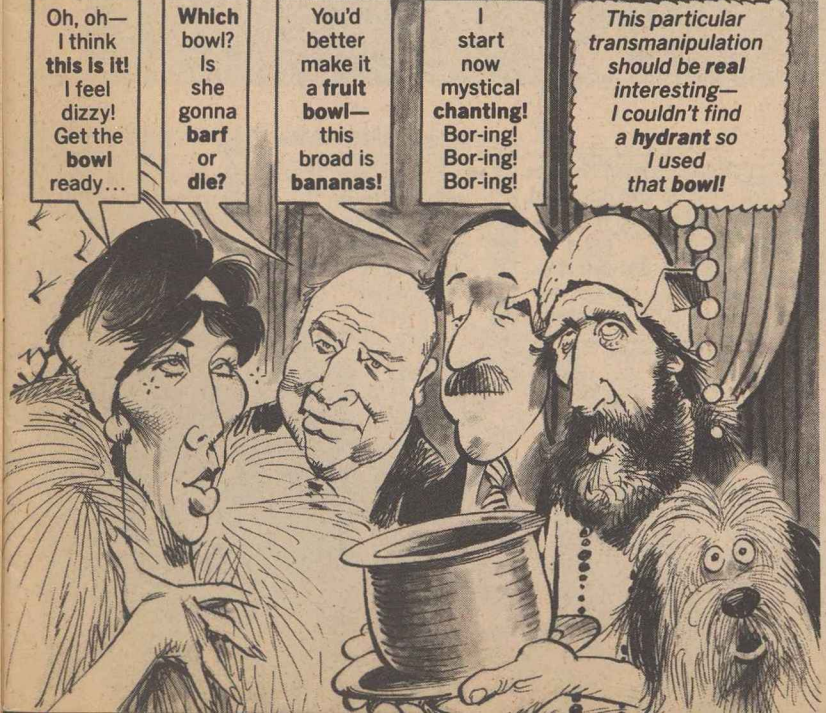


It **worked!** I'm **still alive** in **Grabby's body!** But her body feels so different from the way it **looked!** I feel **flat-chested** and **hairy!**

Edmeana! What are you doing in **my** body? I see **your** reflection in the **mirror** instead of **my own!**

The transmanipulation went **wrong!** I'm supposed to be in **Grabby's** body, not **yours!** Wait 'til I get my hands on that **mystical moron!** I'll transmanipulate him from **Swami** to **salami!**

You mean wait'll **you** get **my** hands on him, don't **we?**

*That's odd... this morning Rodger smelled like **Old Spice!** This afternoon he smells like **Channel Number 5!***

It's one thing to be in someone else's **shoes,** but in their **socks** and **shorts,** too? I'm so confused I don't know whether to use a **bathroom stall** or a **urinal!**

So what have you decided?

To use the **floor!**

SHIRLEY'S BOOTH COME BACK, LITTLE SHEEBA

JOHN WILKE'S BOOTH

*Now he's talking **my** language!*

I guess I'll just have to accept the fact that Edmeana has the **right** side and I have the **left!**

I don't care what your **problem** is, buddy, we don't sell **single-cup** bras! And when you buy a **half-slip,** you don't get just the **right side!**

DOUBLE CROSS HER HEART

Sale LEGAL BRIEFS

Dodger, can I speak to you **man** to **man?**

That's going to be real **difficult** at this point in my life!

You've got to help me! I'm a **married man,** and quite frankly, I've given my secretary a lot more than **dictation!**

Come now, **one** little indiscretion isn't so bad!

I'm talking about my **lunch hour** this **afternoon!** What's more, I date **six** different women **six** nights a week! Now my wife is **suing me!**

BALD IS BEAUTIFUL

Mr. Shylock, can you **blame** her? That means you're only home **one night a week!**

I know! She wanted me to find a **seventh** woman so I could stay out of the house **altogether!**

If you defend me and get me off **scott free,** you'll get the **partnership** in the firm you've always wanted!

Yeah, but if I **lose,** your wife'll be so **grateful** she'll give me the **whole firm!** Top **that!**

Okay! You win this case and you not only get a **partnership,** you get my **daughter!**

Hmmm, if I **lose,** I get the **whole firm,** along with—**yecch!**—your **wife!** Okay, it's a **deal!** I'll **win** your suit!

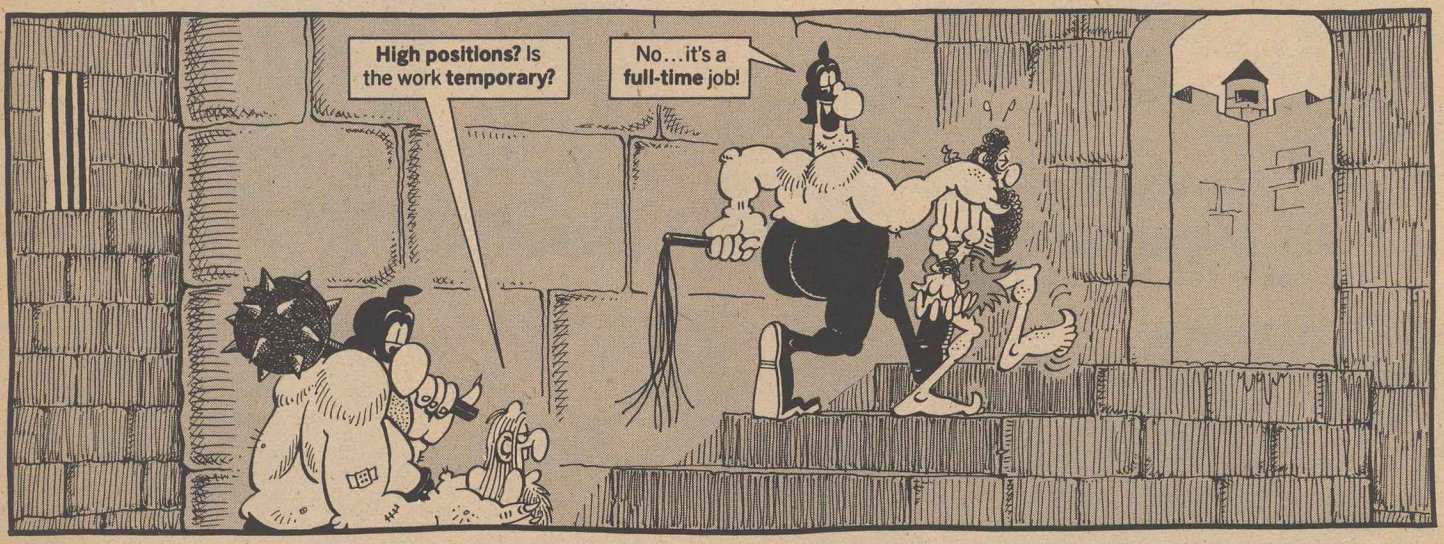
What do you want with his **suit? Yours** is **bad enough!** Why don't you win us a slinky red sequined **dress?**

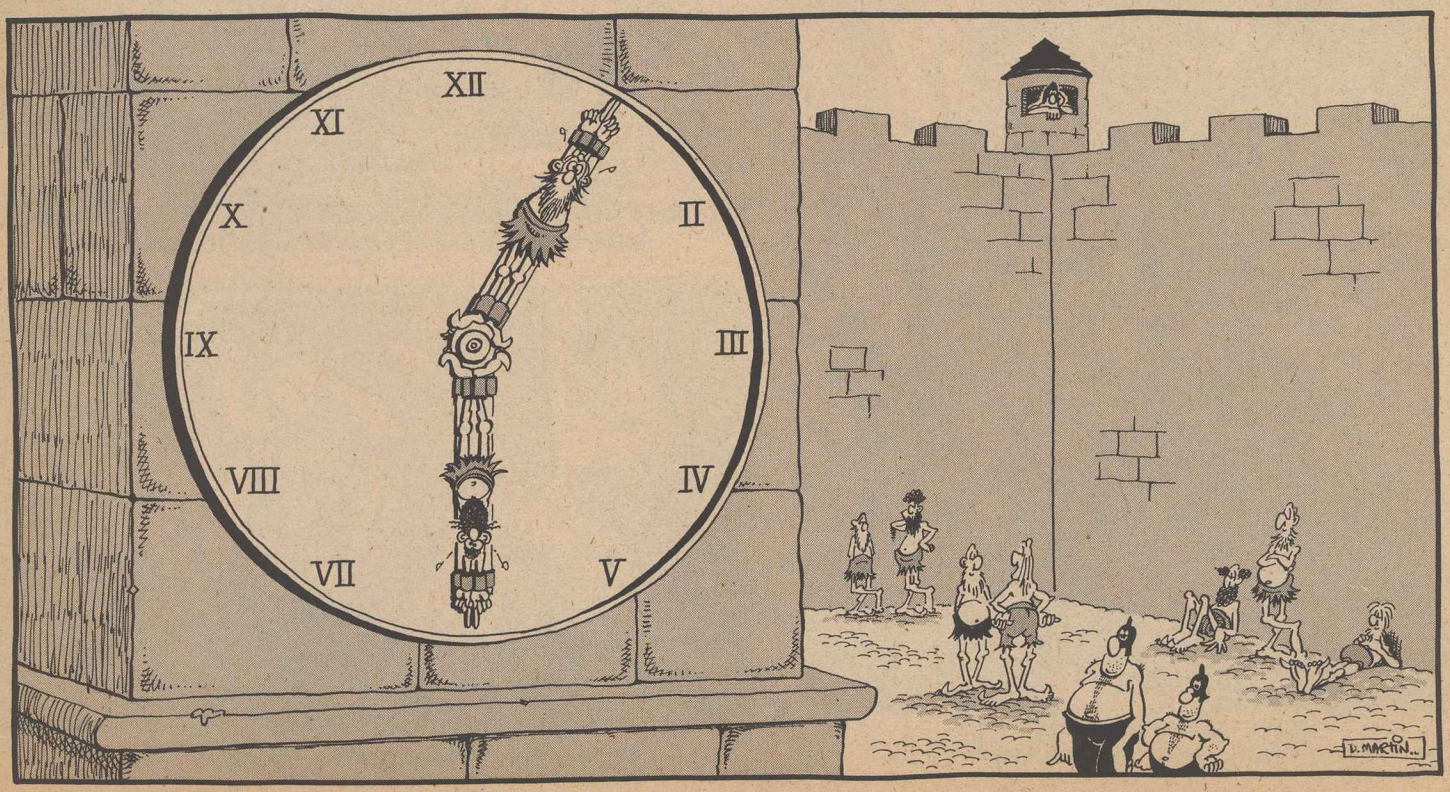
My own fiancé representing my father against my mother! If you win, I'll never speak to you again! But if you lose, you can have me and the firm!
But your mom...
Okay, her too! But no future draft choice, or partner to be named later!
Counselor, the court will attempt to look beyond your strangeness and hear your side of the case!
My client is innocent! Innocent! Innocent!
My client is guilty! Guilty! Guilty!
Counselor, your contradictions are obvious even to a political hack like myself! Are you sure you've prepared your rebuttal carefully?
Absolutely yes, Mack!
Positively no, Sweetie!
Well, then, in the interest of justice, and mainly to speed things along, I hereby declare this scene dismissed!
Hey, Rodger, thanks for getting Edmeana's estate to hire my band for this funeral! But you know we only play "up" music!
Why shouldn't you be up! You're not the one getting buried!
Well, I only hope the estate pays me what we agreed on for this gig! Nothing's worse than getting stiffed by a stiff!
PENNIES FROM HEAVEN
MOMENT TO MOMENT
Swami, it's time for Edmeana's spirit to leave me and enter Grabby!
Forget it, Shmendrick! I lied and cheated to get my hands on all that cash, and I'll be damned before I'm giving it up for anyone living or dead!
It sounds like Edmeana's personality has already entered Grabby!
Swami, you klutz! You missed Grabby and dumped Edwina's spirit into this pail!
First time one person kicked the bucket twice!
Grabby! Don't pour out that bucket! That's Edmeana!
Good, now she's "on the rocks!" First thing I'm gonna do is change the name of this place to something more fitting...
How does "Bad Manors" grab you?

Don't panic, my man! Before Grabby poured out that **bucket,** I had one **mean** drink with one **mean** chaser!
You **mean...**
Right on! That **mean** ol' broad's **inside me!** I feel like a "filet of soul!"
Great! Now all we gotta do is get you, me, and the Swami with his bowl into the house and grab Grabby! Then get Edmeana's spirit from **you** to **her**
If this wasn't a **"PG"** picture, I'd suggest **another way!**
Shylock, you're in here, too! And in bed with another woman! Now I'll have to **defend** you in **court** again and you'll be **worked over** even worse by that tough, militant female attorney!
Not quite! **She's** the one in bed with me!
F. LEE BAILEY
No matter what you say, I **won't** take part in this transmanipulation! I've got it made now! To give this up I'd have to be a **horse's ass!**
I learn mystic transmanipulation through **mail—** not best way! Here goes again... **Bor-ing! Bor-ing!**
Edmeana, is **you** in body of **Grabby** lady?
Yes, finally! I'm a **woman** again! After you **two clowns,** I feel like I've moved from a **tenement** to a **luxury apartment!**
I wasn't exactly delighted being a **two-family, split level** myself!
It didn't give me a **high rise** either, woman!
Then where's **Grabby's spirit?**
Right **here,** lad...
... but she can't **talk!** She's a little **"horse!"**
*That's right! Only **dogs** can talk!*
Swami make Grabby a **horse's ass** like she wish, no?
Well, we're finally **alone** together, Rodger! No more **problems!** Isn't this **romantic?** I think I'll put on a little **make-up,** a slinky **negligée, perfume...**
Edmeana, **you** may be in Grabby's body, but **I** still have some **problems!**
Like **what?**
I was just about to put on a little **make-up,** a **negligée, perfume...**
*What a **drag!***

DON MARTIN DEPT. PART I

ONE FINE TUESDAY IN THE DUNGEON

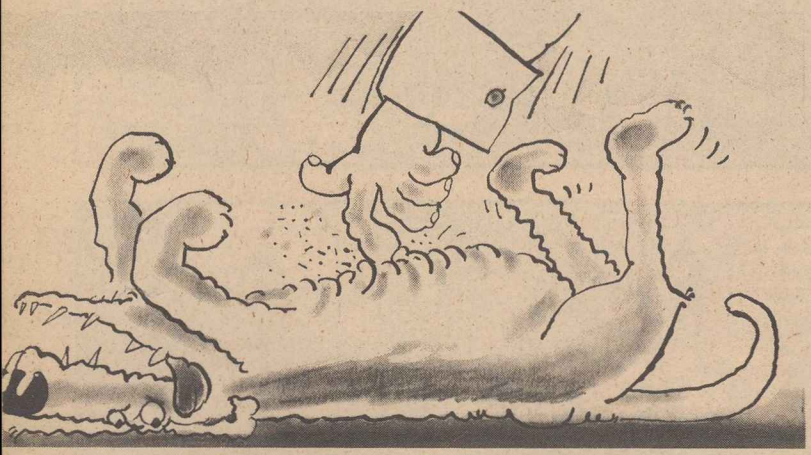




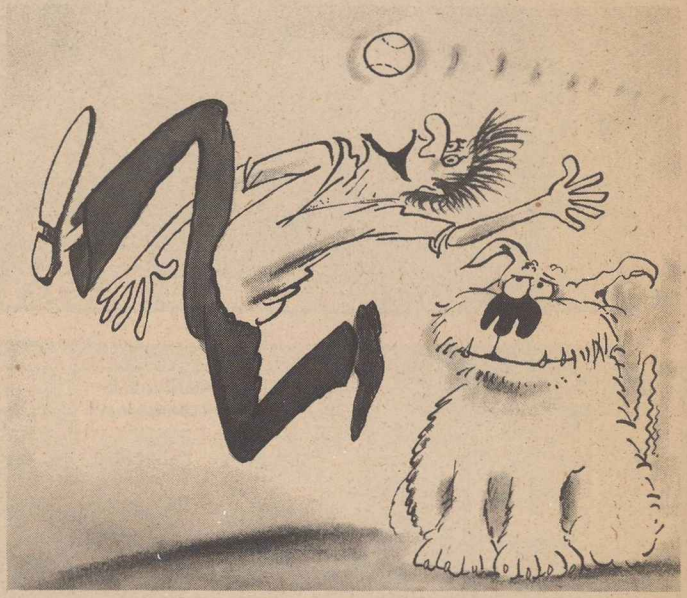
BE KIND TO ANNUALS DEPT.

THINGS YOU YOUR DOG ON

Let him throw his very own party!

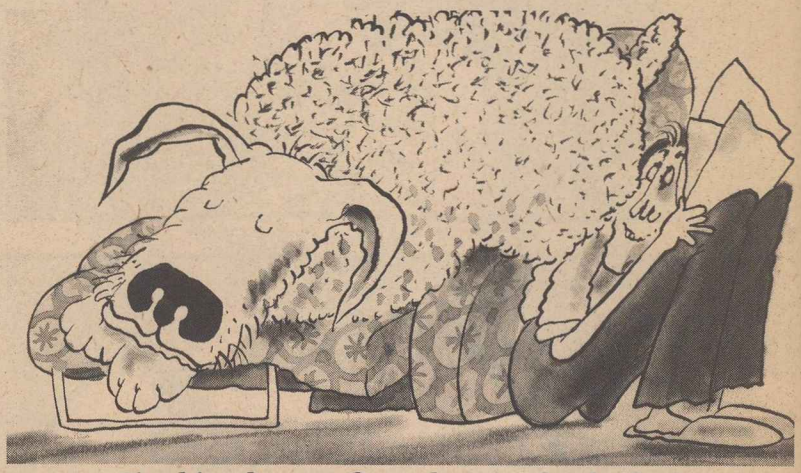


Give him a full day of belly-scratching!

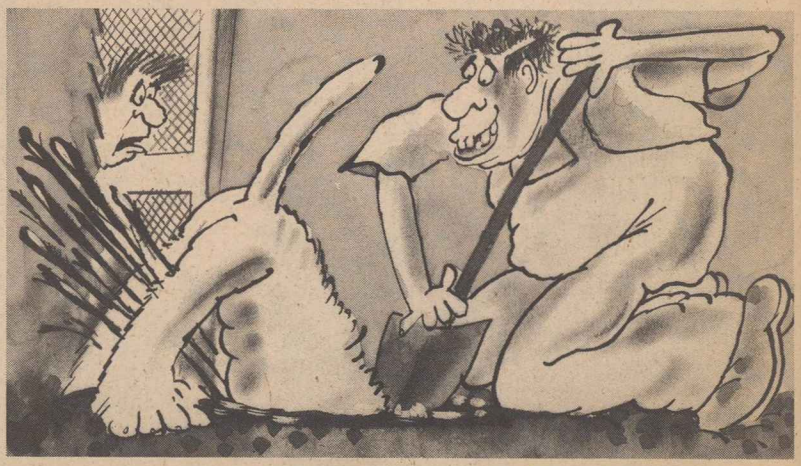


Perform a trick for him!

Play "Happy Birthday" on a high-pitched dog whistle!



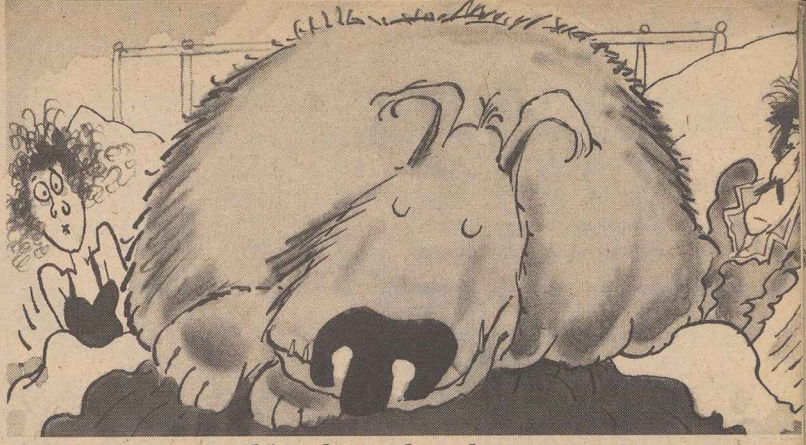
Give him the use of your lounger for the day!



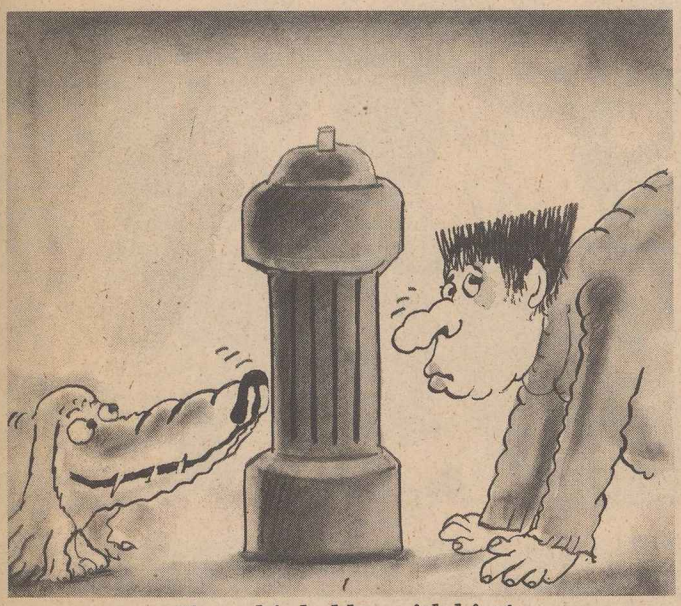
Help him dig holes in your neighbor's lawn!

CAN DO FOR HIS BIRTHDAY

WRITER AND ARTIST: PAUL PETER PORGES

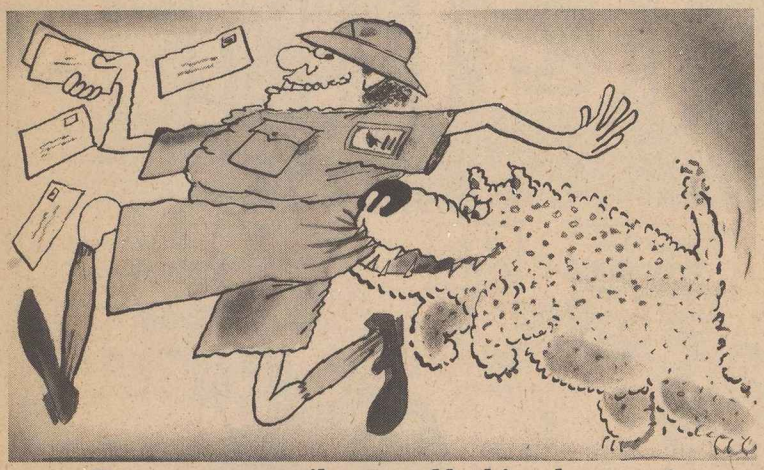


Let him sleep where he wants to!

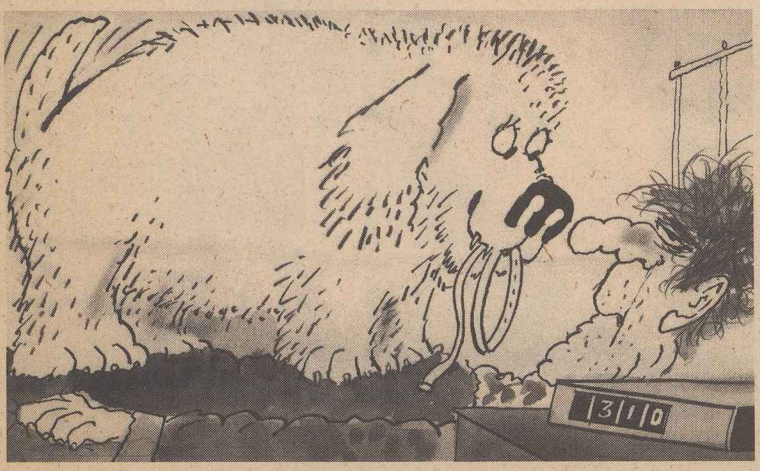


Share his hobby with him!

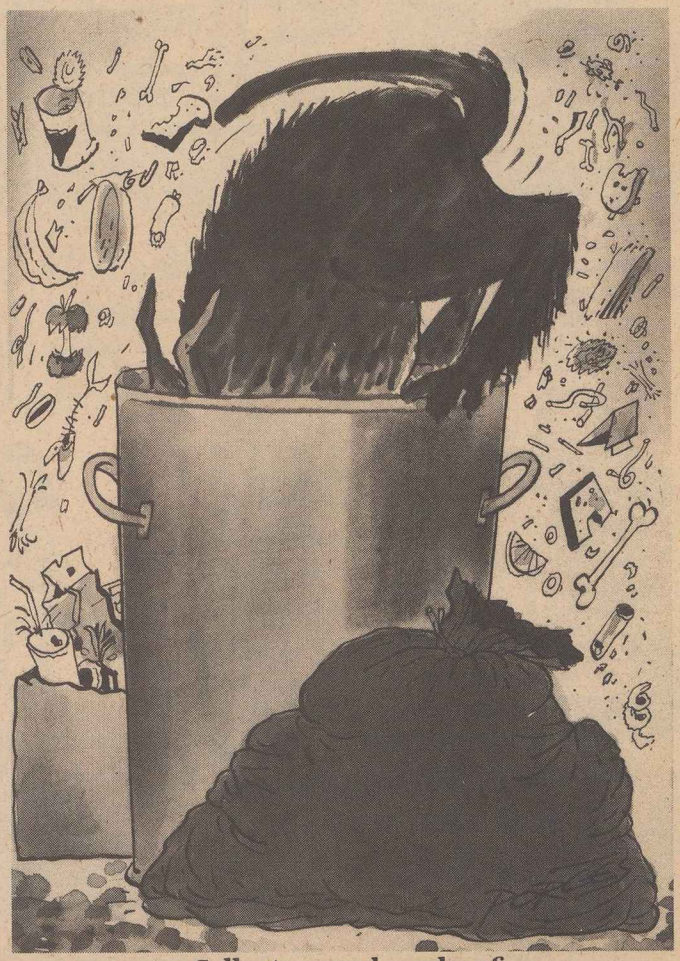
Have a drink with him at his private bar!



Dress up as a mailman and let him chase you!



Walk him the very moment he wants you to!



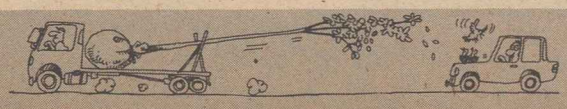
Collect several weeks of garbage for him to go through!

COOKING

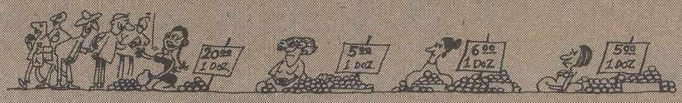
BERG'S-EYE VIEW DEPT.

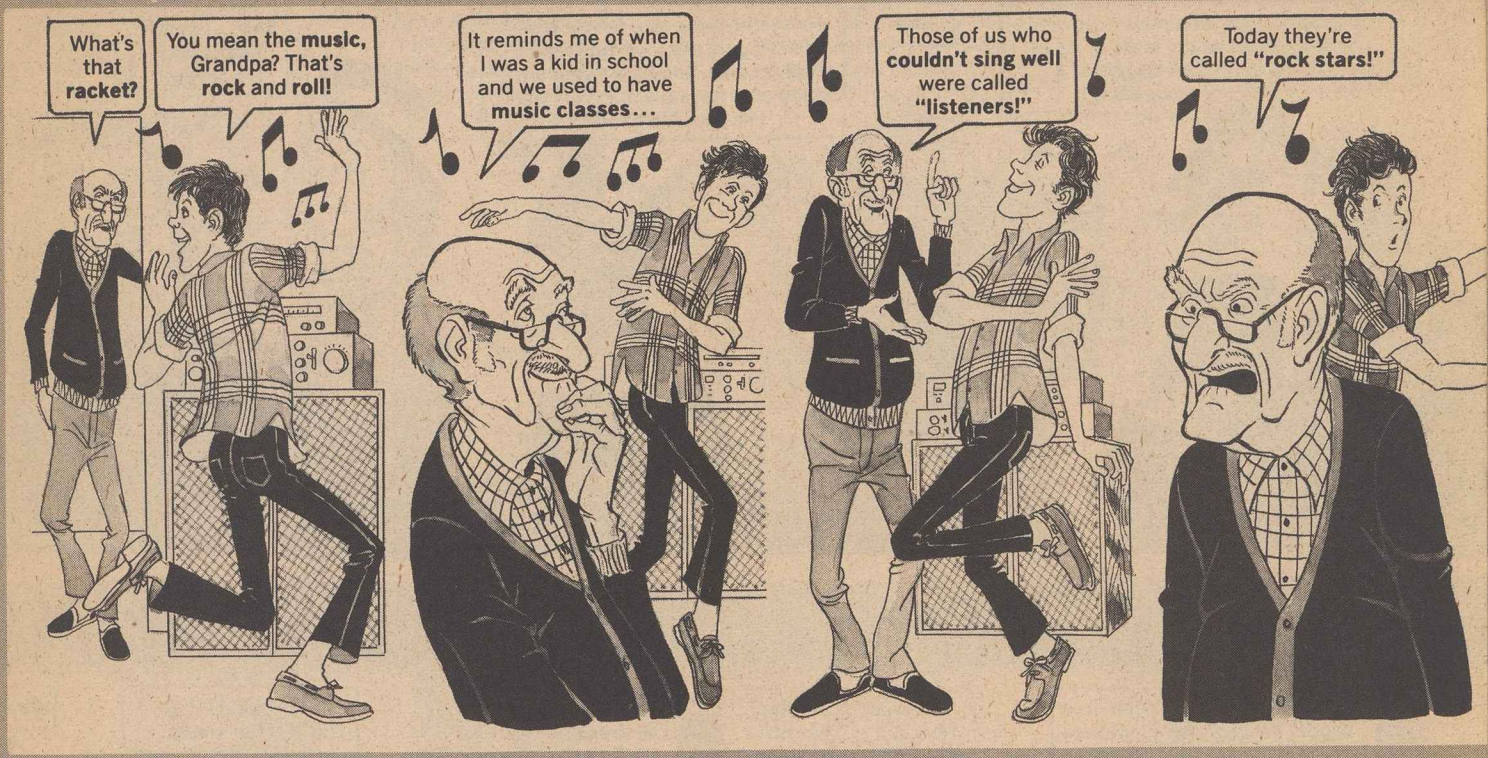
THE LIGHTE

REVENGE



SINGING

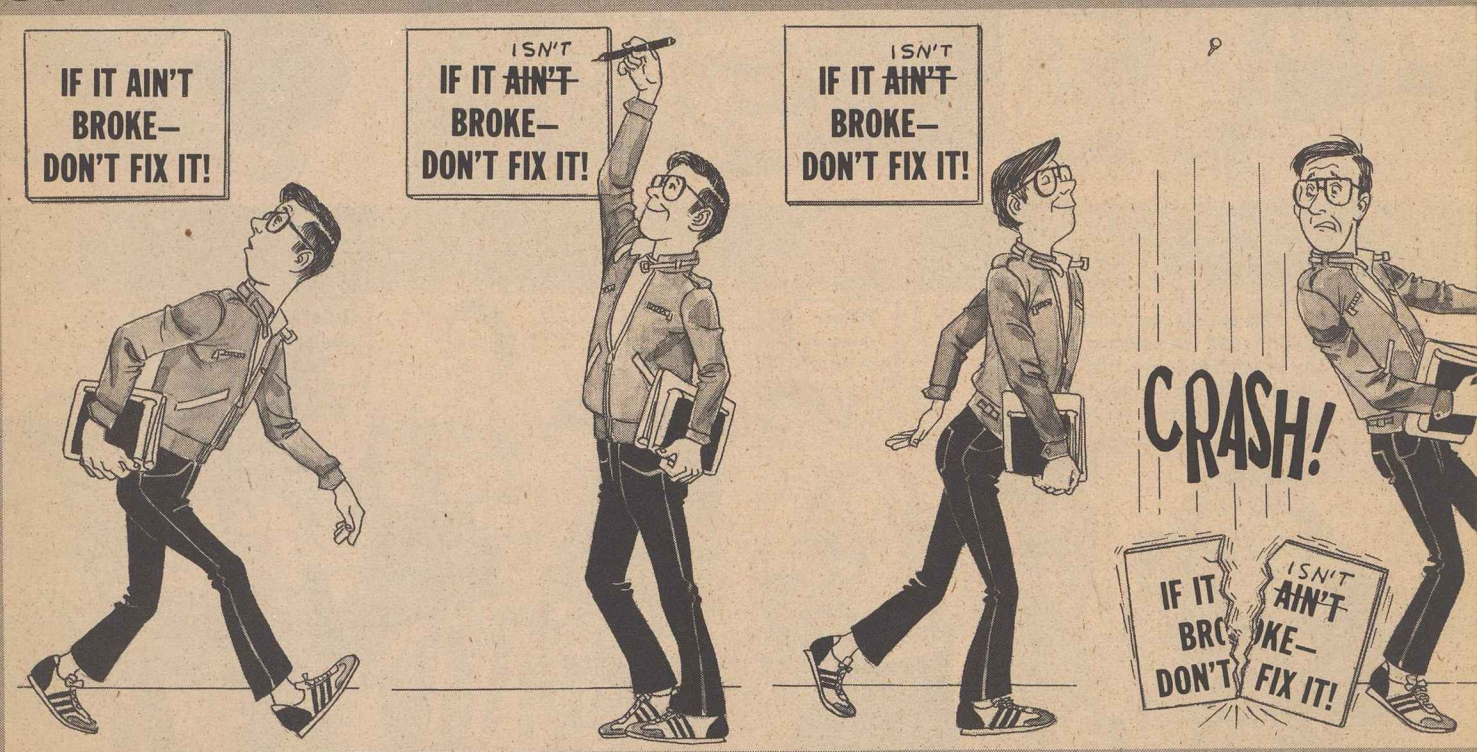




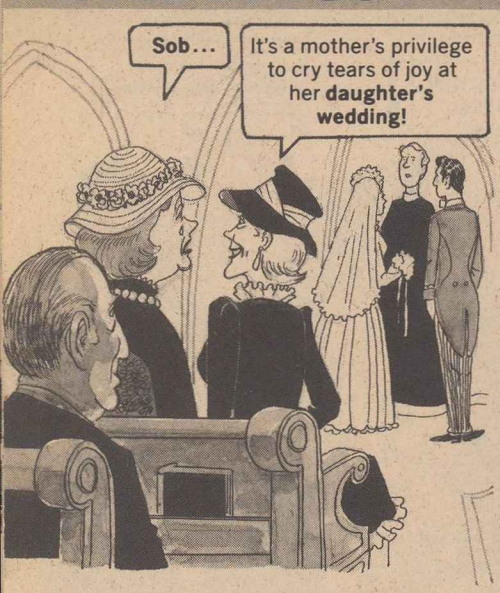
R SIDE OF...

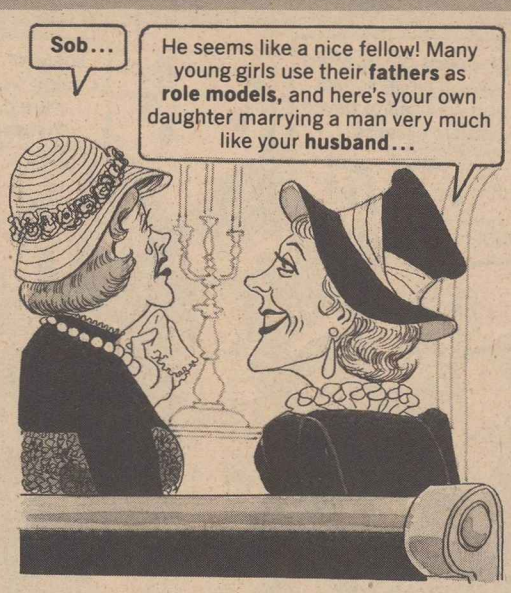
ARTIST & WRITER: DAVE BERG

CORRECTIONS



WEDDINGS

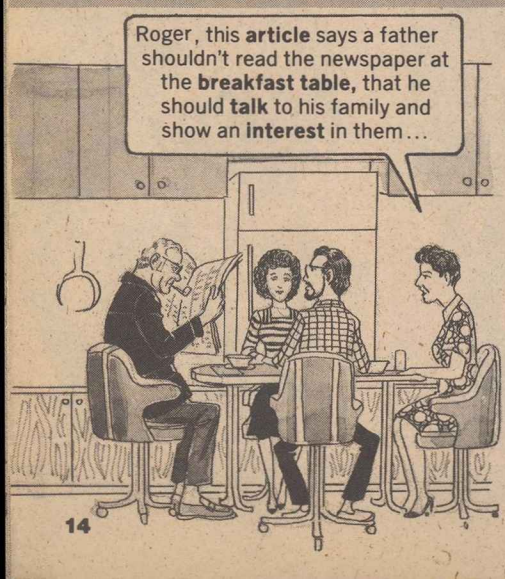


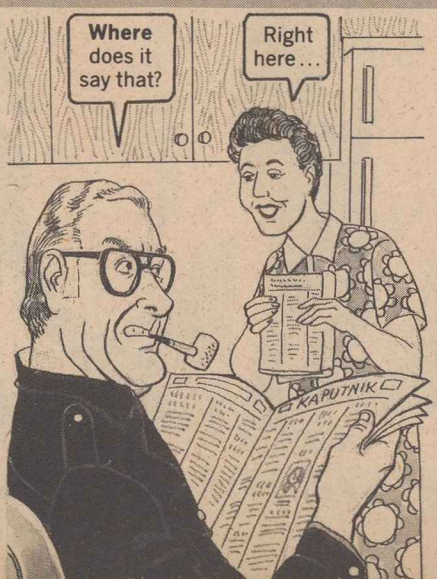


TIME PASSAGES

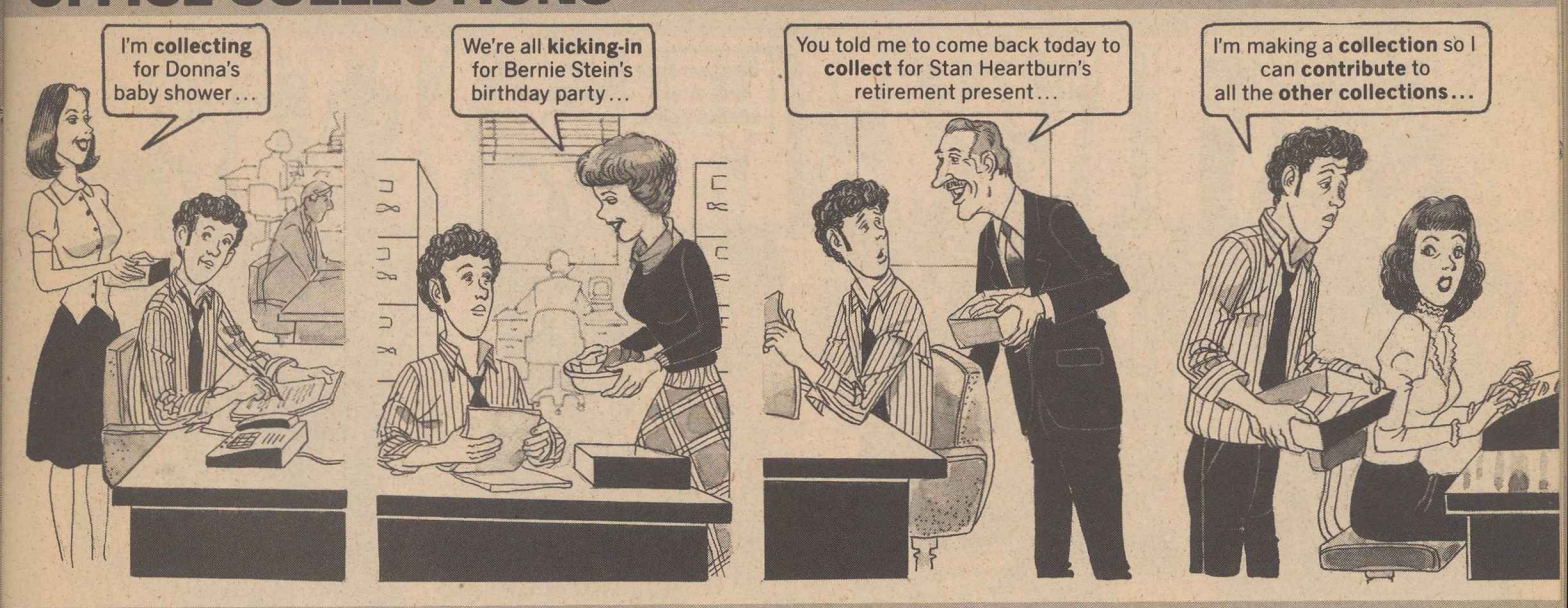
BABY SITTING

READING



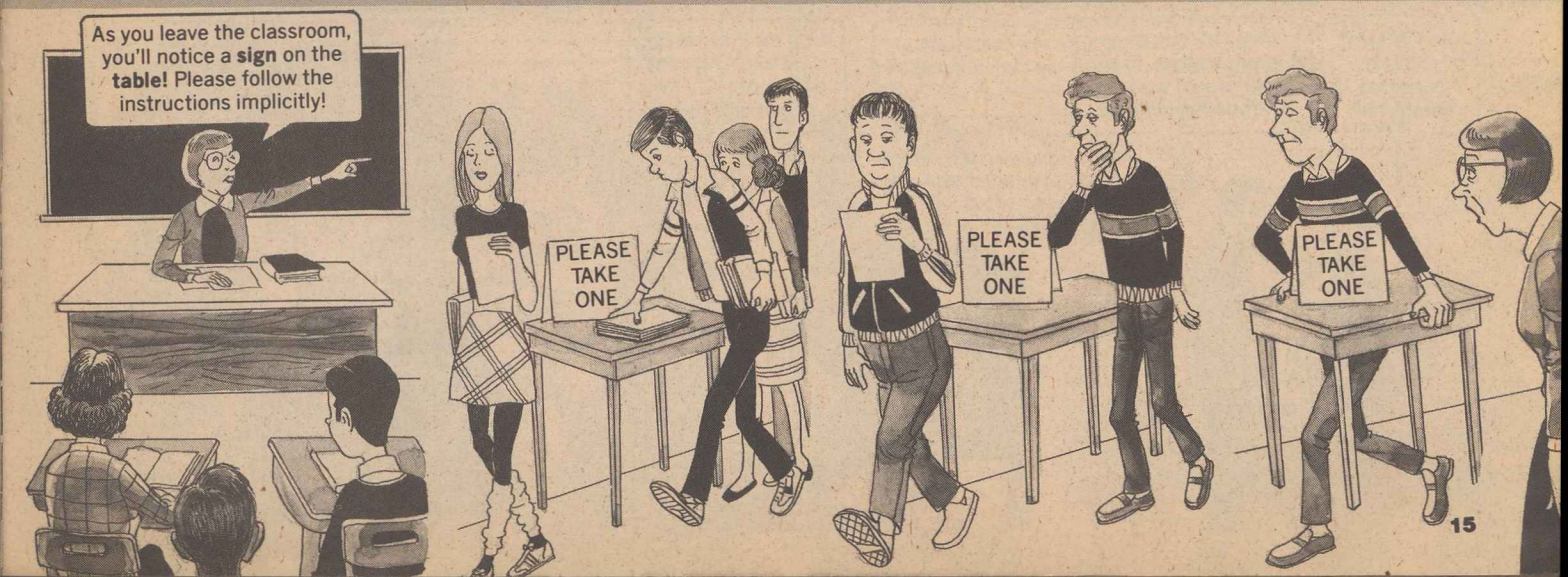


OFFICE COLLECTIONS

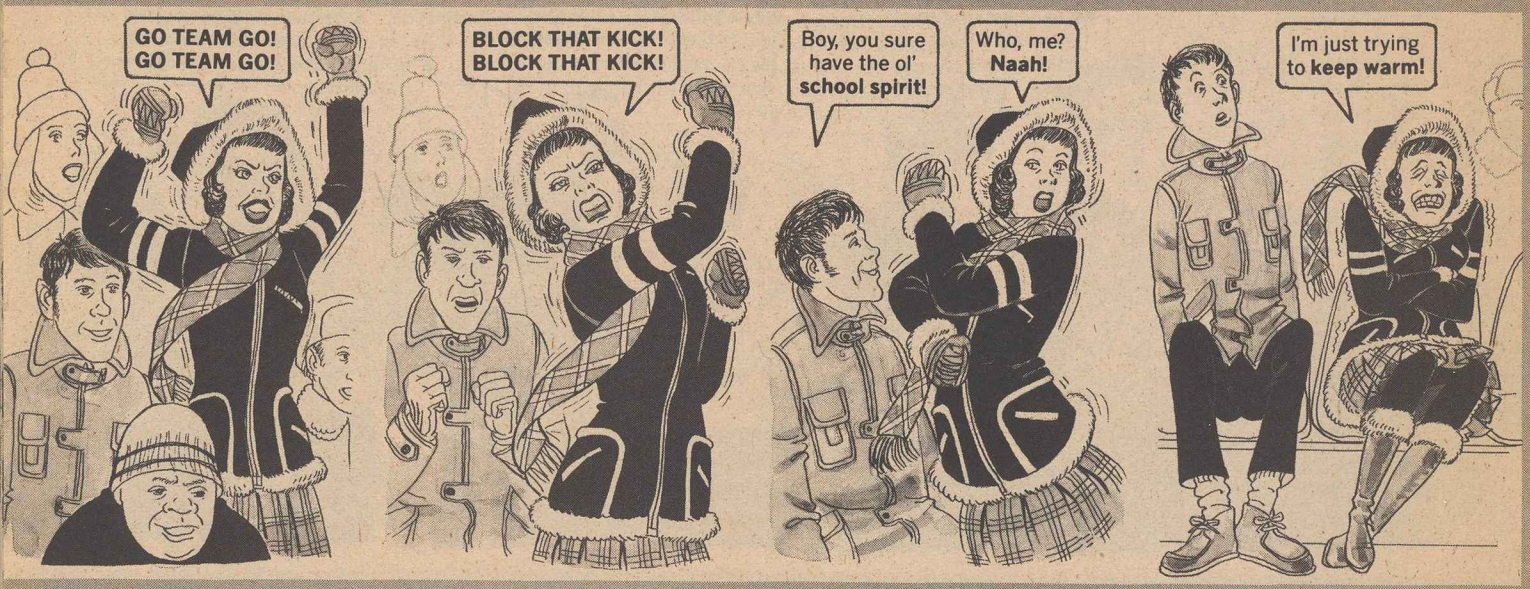


LOOKING AHEAD

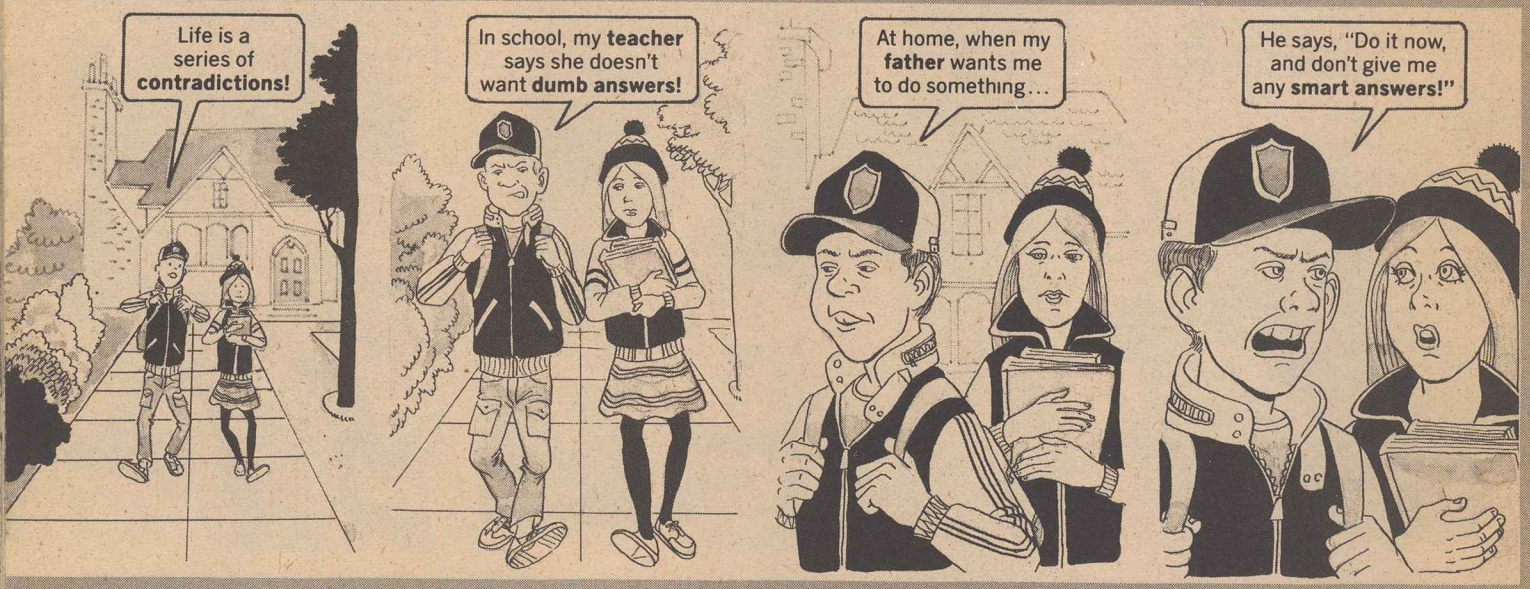
FOLLOWING DIRECTIONS



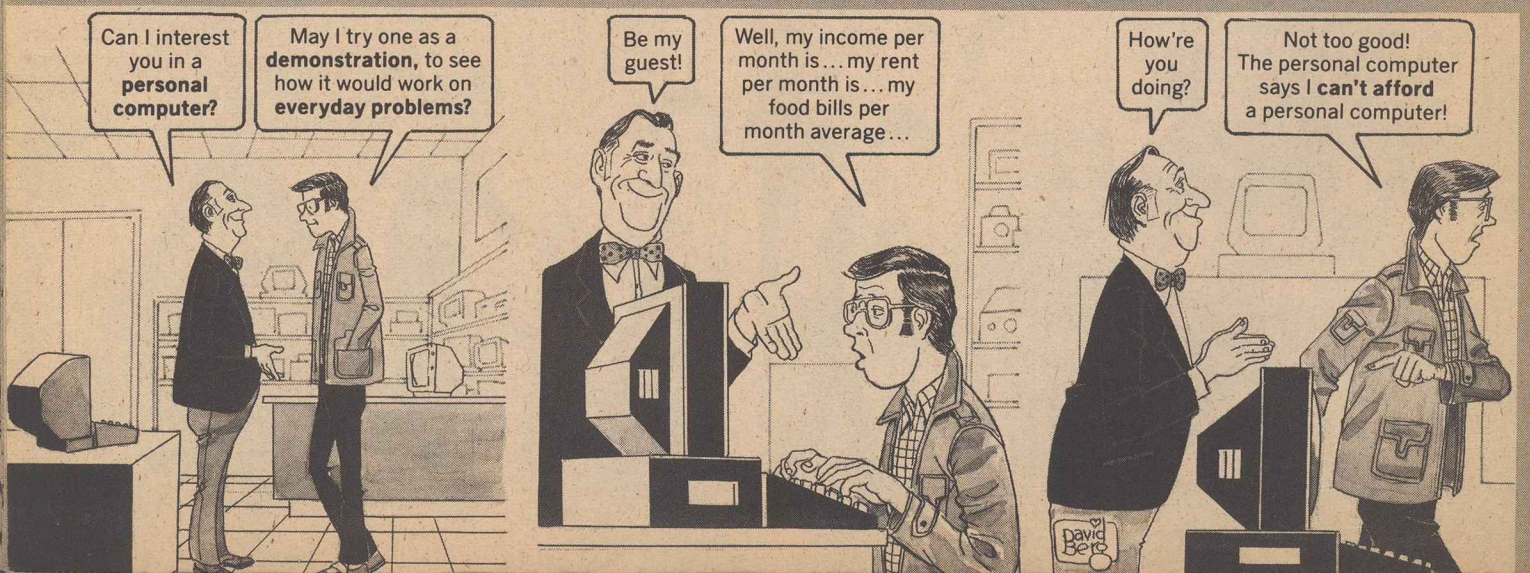
FOOTBALL



CONFUSION



HI TECH



DICK SCHTICK DEPT.

SOME DETECTIVES ARE CLEVER, SOME ARE BRASH, AND THEN THERE'S...

MIKE HAMMY

NOT SOJAC

My **nose** felt like someone **stuck** a stick of **dynamite** up there and **lit** the **fuse!** My **ears** felt like I was listening to the **'1812 Overture'** and they were using them for the **cymbals.** My **tongue** was so **rough,** I could have used it to lift the 50 years of **paint** off my **office walls.** My **eyes** were so **blurry** it was like looking at life through **two jars of vaseline.** But I could see my secretary, **Velvetta,** slither into my office like a **Slinky,** balanced on a bowl of **Jello...**

Things Go Better with Coke.

DEPOSIT $5,000

OUT

OUT

MIKE HAMMER

ARTIST: SAM VIVIANO WRITER: DICK DE BARTOLO

Good morning, **Mike!** Do you feel like **chatting?**

Naw, you know me, a **man** of **few** words.

HAMMER LOCK

A **woman** I had **never** seen before **waltzed** into my office. I didn't recognize her **perfume,** which **smelled** like a cross between a gentle **ocean breeze** and those new **sandwiches** from **Burger King!** Her **lips** were full, like a perfectly ripened **cantaloupe.** Speaking of **melons,** she had...

Mr. Hammy, I'd like to have a **word** with you before your **thought balloon** takes up this **entire panel!**

1506 NIX NIX
Wait a minute! I recognize you! Chrissy Cotugno! We went to high school together.
I never saw you before in my life!
Come on, Hollywood High, 1952. We majored in Passable Acting.
Okay, so we met before! But you have to forget that! The only people who get killed on this series are your friends. Give me a break! Consider me a stranger off the street.
Things Go Better with Coke.
DEPOSIT $6,000
SPOONS $15
HAMMER AND EGGS
ROGERS AND HAMMERSTEIN
HAPPY TRAILS TO YOU...
KNOK KNOK KNOK

The cops are here, Mike.
Well, they're much too early! I haven't even had time to establish the crime yet, let alone call them for help!

What help? We're here to arrest you, Hammy! For carrying enough "funny white powder" in your luggage to arrive in England four hours before the plane!
You can't arrest me in the middle of my series. I have 17 more episodes to film!
Come on Hammy, now!!

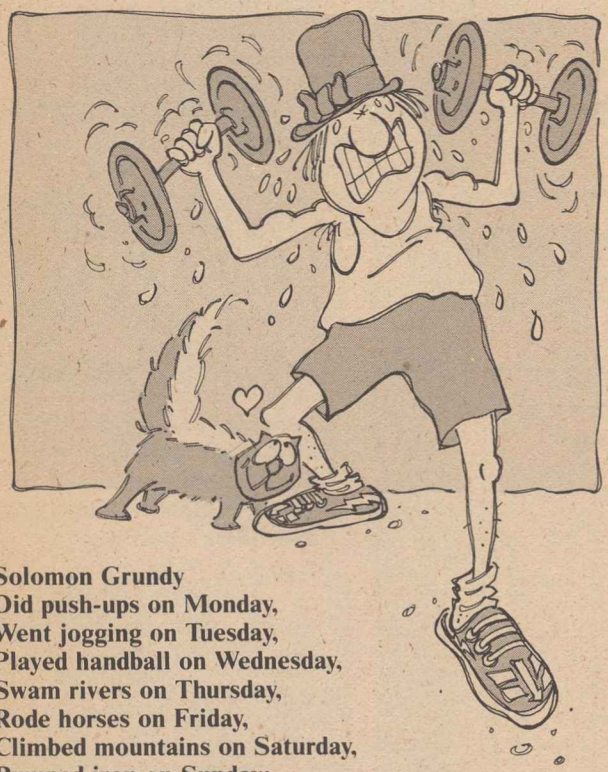
I'm a big star! Okay, forget my series! You can't arrest me right in the middle of this MAD satir—

THE PHYSICAL FITNESS MOTHER GOOSE

Hey, Diddle Diddle
You're fat in the middle;
Your body has never looked worse;
Whatever you're needing,
You won't get it reading
This half-baked collection of verse–

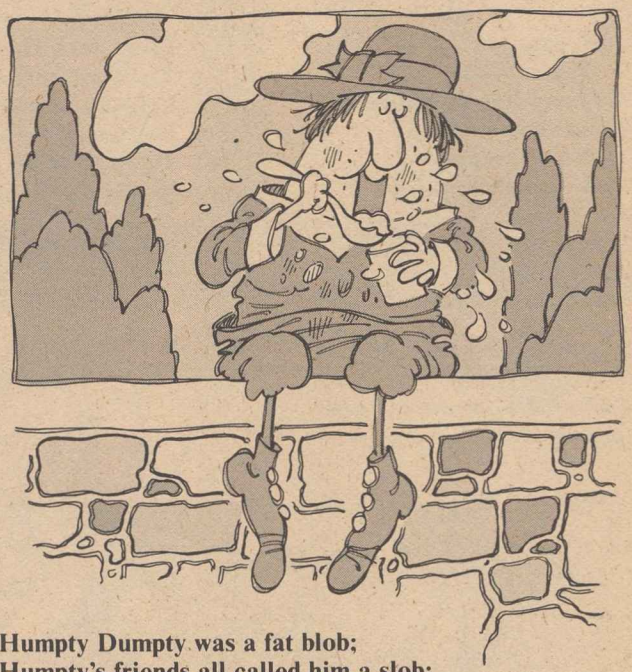
ARTIST: PAUL COKER WRITER: FRANK JACOBS

Solomon Grundy



Solomon Grundy
Did push-ups on Monday,
Went jogging on Tuesday,
Played handball on Wednesday,
Swam rivers on Thursday,
Rode horses on Friday,
Climbed mountains on Saturday,
Pumped iron on Sunday;
Won't somebody please, for the sake of
everyone who gets near him, come up
with an effective deodorant for Solomon Grundy?

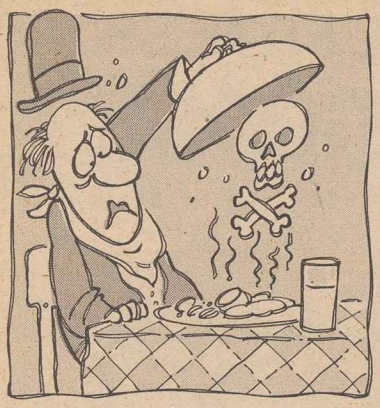
Humpty Dumpty



Humpty Dumpty was a fat blob;
Humpty's friends all called him a slob;
But then he was told of a wonderful diet,
Which prompted fat Humpty to say, "I shall try it."

Humpty Dumpty strove for success;
Humpty Dumpty soon consumed less;
Today, after months of just yogurt for dinner,
He's still the same slob–but at least he is thinner.

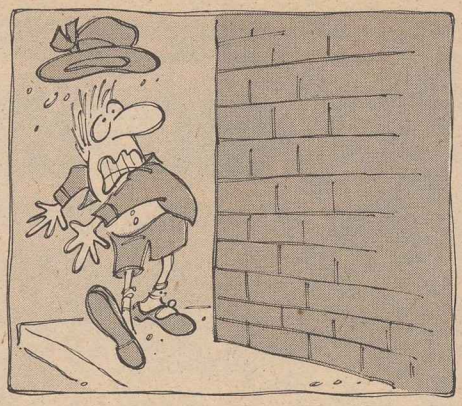
Jack Sprat



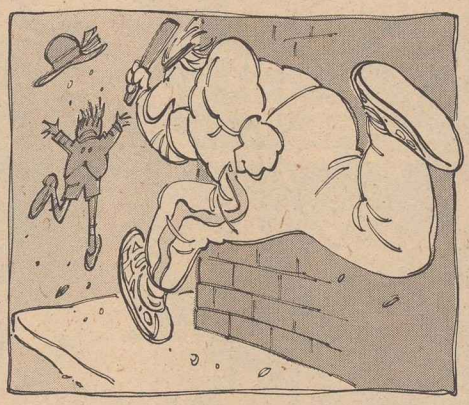
Jack Sprat
Will eat no fat;
He's heard that it will harm him;
He'll never touch
Fresh fruit and such;
The sprays they use alarm him.

Jack eats
No fish or meats;
He fears contamination;
From foods impure
He's now secure—
He's also near starvation.

Little Jack Horner

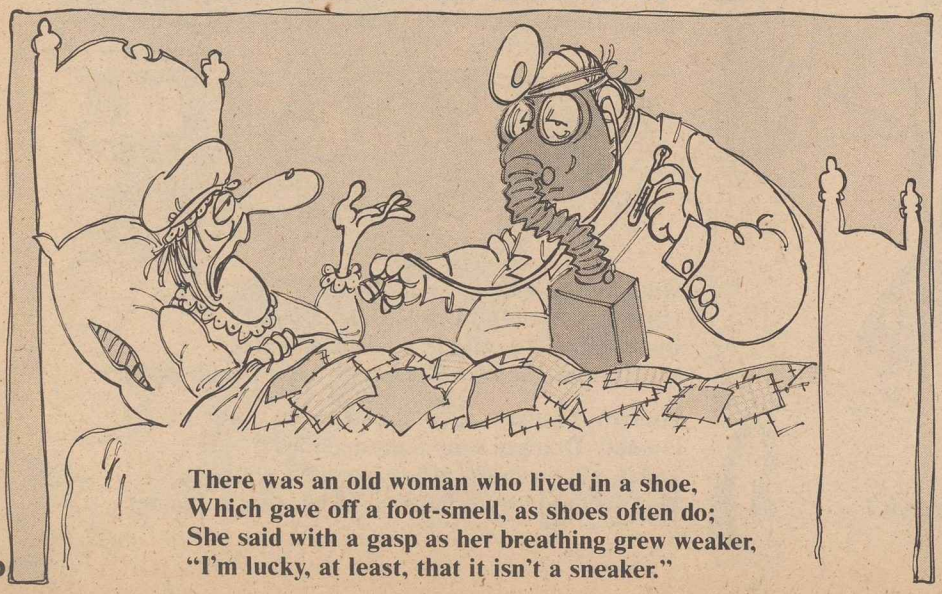


Little Jack Horner
While rounding a corner
Is met by a mugger, who states:
"Hand over your cash
"Or your head I will smash,
"Which is not the most happy of fates."



Little Jack Horner
Takes off from the corner
In hopes of outracing disaster;
But though he's in shape,
He won't make his escape,
'Cause the *mugger's* a runner—but faster.

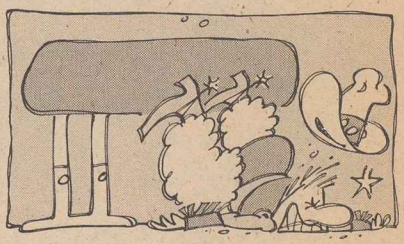
The Old Woman in the Shoe



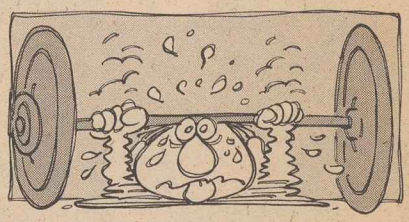
There was an old woman who lived in a shoe,
Which gave off a foot-smell, as shoes often do;
She said with a gasp as her breathing grew weaker,
"I'm lucky, at least, that it isn't a sneaker."

Five Health Fanatics

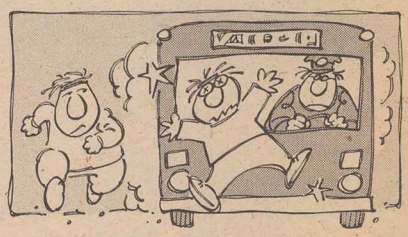
Five health fanatics,
Sweating from each pore;
One passed out at racquetball—
Now there's only four.



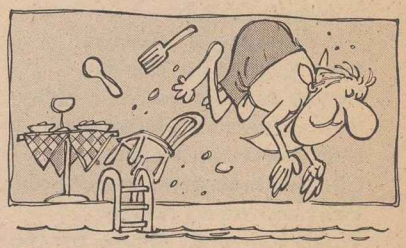
Four health fanatics,
Filled with energy;
One fell off a vaulting horse—
Now there's only three.



Three health fanatics,
Puffing till they're blue;
One collapsed while lifting weights—
Now there's only two.



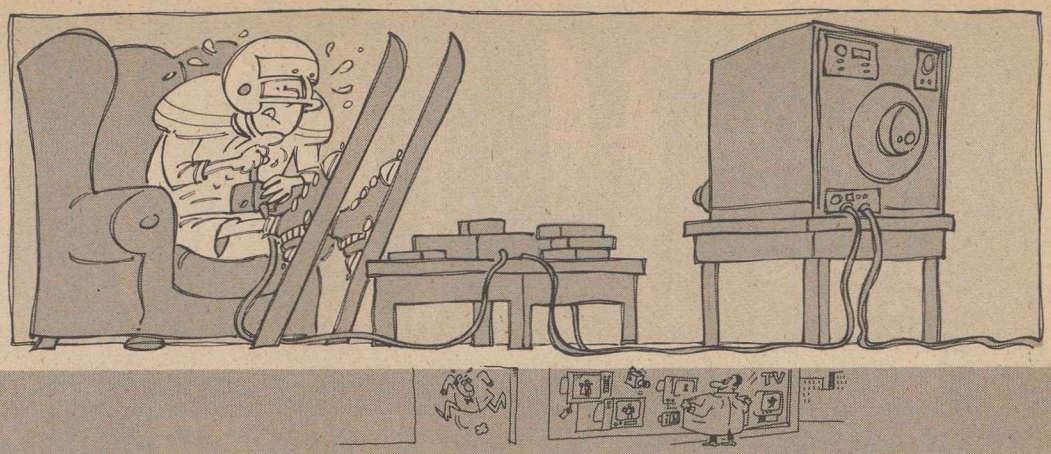
Two health fanatics,
On a ten-mile run;
One was clobbered by a bus—
Now there's only one.



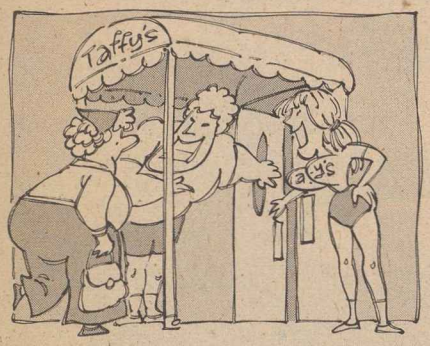
One health fanatic,
Swimming after lunch;
Ulp! Looks like he swam too soon;
That wraps up the bunch.

Wee Willie Winkie

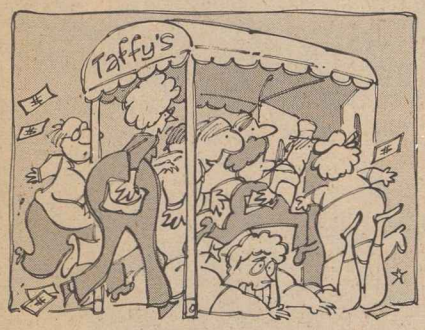
Wee Willie Winkie
Plays all sports with zest–
Basketball and football,
Skiing and the rest;
If you think that Willie's
Keeping fit, we're sorry;
Willie only plays these sports
At home on his Atari.



Taffy Owns a Health Club



Taffy owns a health club;
Taffy staffs it well;
He's now discovered to his joy
How exercise can sell.

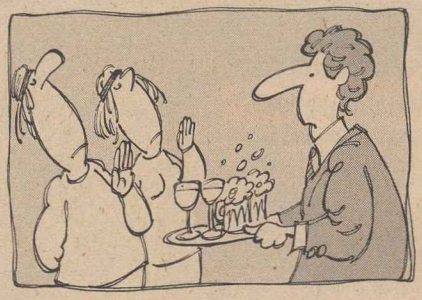


Taffy pulls in people;
Taffy pitches Health;
And now 3,000 memberships
Have brought him instant wealth.

Taffy weighs 280;
Taffy's five feet wide;
Which may explain why Taffy
Never shows his face inside.

Jack and Jill

Jack and Jill
Run up the hill
In sixty seconds flat;
They jog and swim
And keep in trim
Without an ounce of fat.

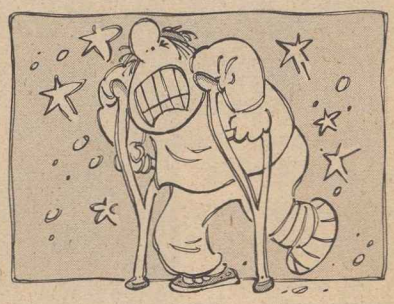


Jack and Jill
Derive no thrill
From staying up past nine;
They've sworn off booze
And both refuse
A glass of beer or wine.

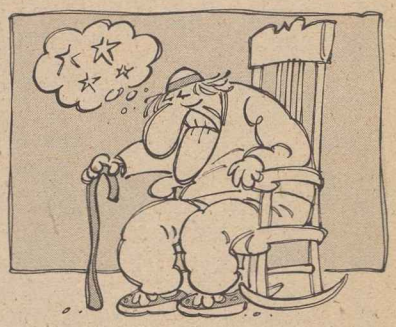
Jack and Jill
Are never ill;
They're careful what they eat;
Small wonder they're
The dullest pair
You'll ever want to meet.

Sing a Song of Fitness

Sing a song of fitness,
A body full of pain;
Jogging 20 miles,
Through a driving rain.



Muscle pulls and jock-itch,
Dislocated bones,
Heart attacks and hamstrings,
Bruises, sprains and moans.



Someday in the future,
When the craze is done,
Ask yourself the question–
Wasn't fitness fun?

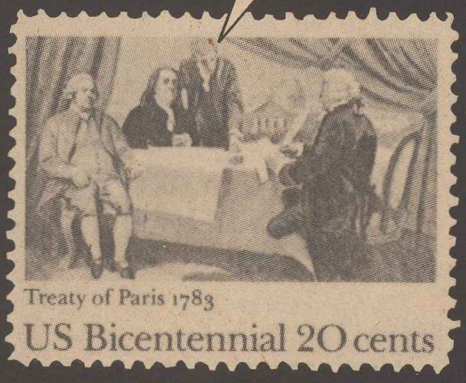
POST-MOCKED DEPT.

AND NOW, IN RESPONSE TO ABSOLUTELY NO POPULAR DEMAND, WE PRESENT AN ALL-NEW COLLECTION OF

MAD'S TALK

No **Christmas tip,** no **mail!**

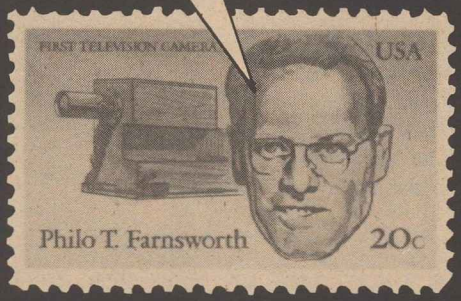
Then it's **agreed—we** export **corn** and **tobacco, you** send us **wine** and **broads!**



Please, Ralph ...**NOT HERE!**

When I **order** Darjeeling, I expect to **get** Darjeeling!

Believe me, I had no way of **knowing** about **"Fantasy Island"** and **"aka Pablo"!**

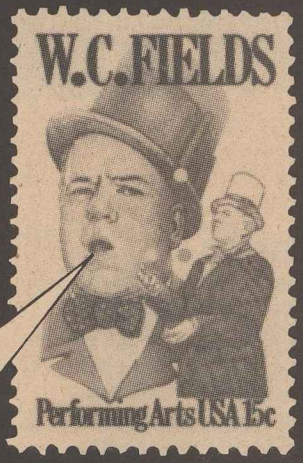


Wake up, Mr. Baxter! It's time for your **sleeping pill...!**

AGAIN?? You **just went** half an hour ago!

ING STAMPS

WRITER: FRANK JACOBS



I'll **pretend I never heard** that!

Ease up— there's a **fix!**

It's just **not the SAME** without the **Russians**

If I hear **"Hello, Dolley"** one more time, I'll **scream!**

Reggie **who?**

If I'm not mistaken **Little Rock** is somewhere in **Oregon!**

We **bombed** in **Boston!**

DEVICE SQUAD DEPT.

People who want to write for television waste an awful lot of time reading books that deal with characterization, plot, and other elements that have little to do with the typical TV script! What they *should* read is the one guide that tells them what they *really need* to have a successful career in TV:—

THE MAD WRITER'S

DRAMATIC

A. Heroes

1. Heroes in all walks of life shall be good looking, no matter how many blows to the face they receive each week. Heroines must never smudge their makeup, even as the result of wearing gags or blindfolds for prolonged periods.
2. Itinerant heroes shall have no difficulty encountering adventure, danger, and romance in every town they pass through.
3. Heroes must in all cases be smarter, more courageous, and more ethical than their superiors or commanding officers. (No explanation need be offered as to why *they* are not the commanding officers.)

D. Romance

1. A female character shall resist the advances of a male hero only due to some compelling, life-or-death reason, and never simply because she finds the hero unappealing. This situation shall in all cases be resolved before the end of the program.
2. No matter how hard-won the love relationship between a hero and a newly introduced female character, she shall be completely forgotten by the next show.

E. Car Chases

1. Characters shall never, even on the busiest New York or Los Angeles streets, encounter traffic jams that prevent the continuation of high-speed auto chases.
2. Firing his revolver at the car he is chasing while simultaneously dodging bullets coming through his windshield shall not prevent a hero from driving without an accident at 90 m.p.h. Villains's cars, however, that skid into highway railings shall in all cases break completely through them, fly over a steep, rocky cliff and burst into flames the moment they reach bottom.

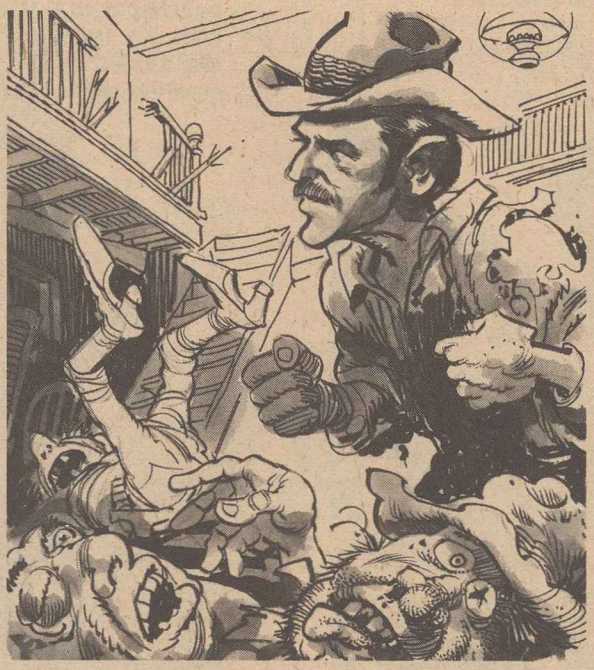
TELEVISION RULE BOOK

ARTIST: JACK DAVIS WRITER: DAVID ALLIKAS

SERIES

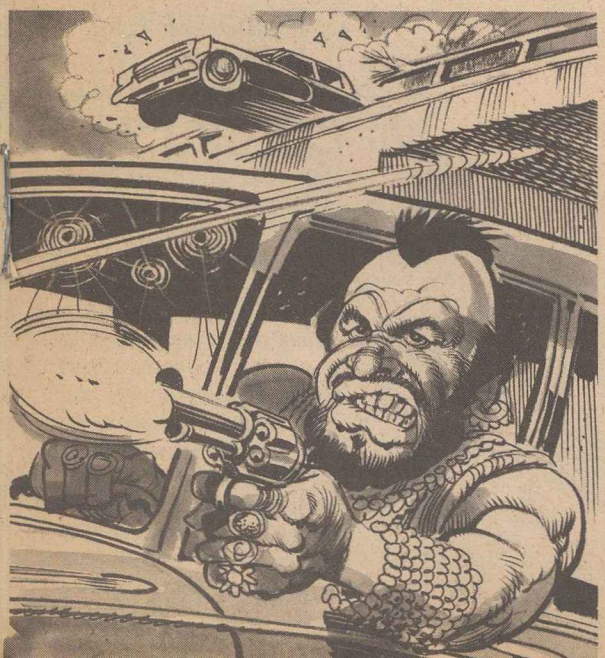
B. Villains

1. Villains may not shoot heroes dead upon capturing them. They must first reveal their secret plans, then leave the hero alone in a death trap or guarded room from which he will escape.
2. World-class criminals should subscribe to the moral code which allows them to murder people by the thousands, but prevents them from breaking their word.



C. Fistfights

1. A hero shall never lose a fistfight against fewer than three opponents.
2. No fistfight shall take place in which each participant does not fall against and break at least one item of wooden furniture. (*Proviso:* in all westerns, at least one such item shall be the railing of a second-floor landing.)



F. Death

A character who falls down a flight of stairs must break his neck and die. (*Adjunct:* any character who is jostled or pushed at the top of a staircase is required to fall down the entire flight.)
2. When a hero in a western series is shot, regardless of by how many outlaws at once and regardless of at what close range, he is "winged." A police detective or private eye similarly shot sustains a "flesh wound."
3. A hero pronounced to be "alive—but just barely" must always pull through.

COMEDY SERIES

A. Plot Devices

1. A blow on the head shall produce amnesia. A second blow on the head shall relieve the amnesia.
2. Characters who overhear conversations must enter at precisely the right instant to receive a shockingly wrong impression.
3. A pair of handcuffs, within two minutes of being introduced, must be used to lock two characters together. No key must exist, and no reason should be provided as to why a locksmith cannot be found for at least three days.

B. Houses and Apartments

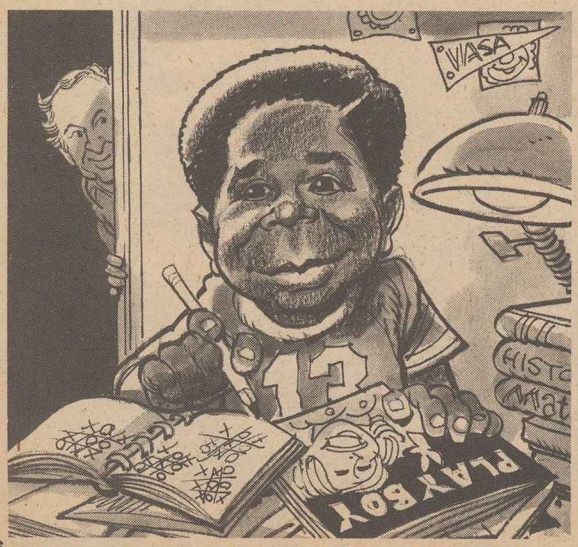
1. No character shall be shown living in a house or apartment that is not at least 2½ times as expensive as what he can probably afford on his salary.
2. A couple's best friends shall always be married to each other, and live in the same apartment building or in the house next door.

C. Punchlines

1. A joke which is patently corny or unfunny can be used, provided it is followed by 30 seconds of dubbed-in laugh track.
2. No logic shall be employed which would prevent all characters in a show, regardless of age, education, or occupation, to be equally capable of making witty remarks and brilliant puns when the script offers an opportunity.

E. Romance and Marriage

1. A divorced mother, regardless of age, geographic location, or work schedule, must have no difficulty finding a new handsome and successful boyfriend at least every other week.
2. No logic shall be employed which would impede a character from falling in love with a newly introduced romantic interest, and finding an incontrovertible reason for a breakup, all within 30 minutes (minus commercials).
3. At all weddings, the best man must at first be unable to produce the wedding ring.

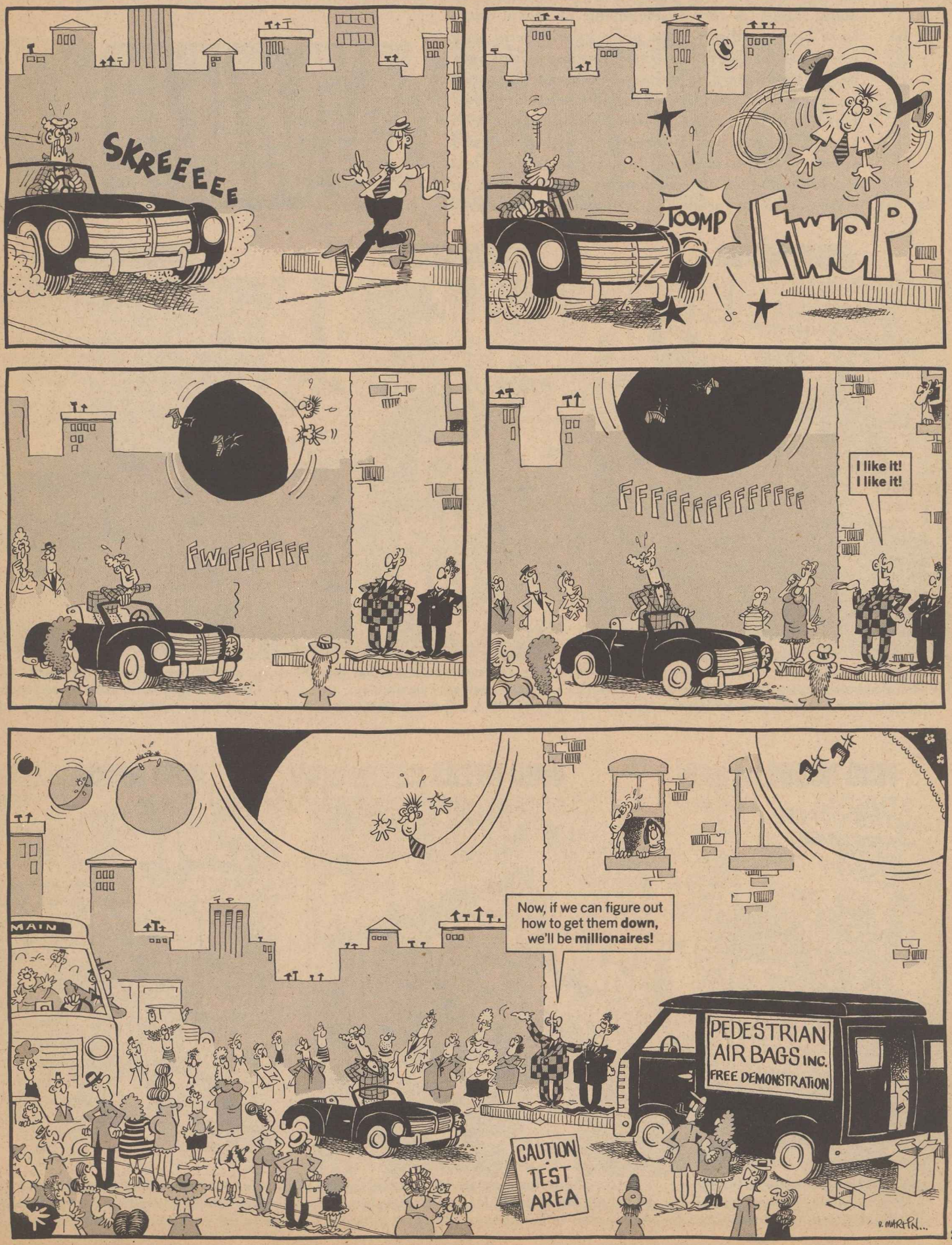


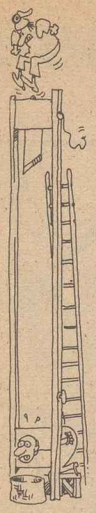
D. Kids

1. Children must not be depicted throwing tantrums, crying, telling their parents they hate them, or fistfighting with their brothers and sisters.
2. When a child appears in a school play, he must be crushed because one of his parents is unable to make it. (*Addendum:* the parent must show up at the last minute anyway.)
3. Children above the age of eight should display a knowledge of sex at least equal to that of their parents.

DON MARTIN DEPT. PART II

ONE FINE WEDNESDAY IN DETROIT





DUBIOUS OR NOT DUBIOUS DEPT.

Scarcely a day goes by that we aren't exposed to some genius's new invention, concept or method of doing things. A few developments of recent years have been brilliant—like polio vaccine and long weekends for Columbus Day. But many others have been downright disgusting—like Grape-flavored ice cream and "The Osmond Family Christmas Show." Unfortunately, most of life's awfulness is still around, because we've accepted it with a resigned shrug... rather than joining forces to banish it forever with the one challenging question that no ridiculous innovation can withstand... mainly...

WHO

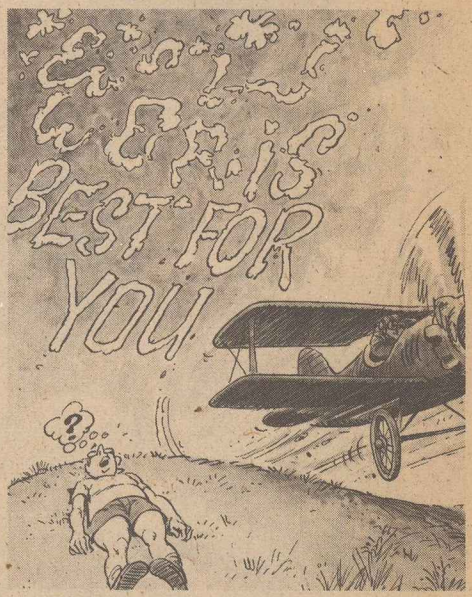
WHO NEEDS...

...a car that costs $1,000 more because it has a recorded human voice rather than a buzzer to remind you that you left your key in the ignition.

WHO NEEDS...

...a corner mailbox that has two mail pick-ups a day... at 10:00 A.M., and at 10:30 A.M.

WHO NEEDS...



...skywriting that never produces a legible message, because the first part blows away before the last part is finally done.

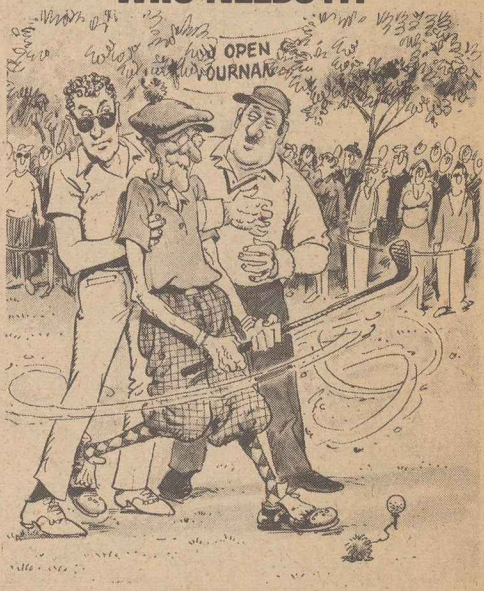
WHO NEEDS...

...another enticing ad offering a "rare" collectible to the first ten million people who send money.

WHO NEEDS...

...an ear-shattering motorized blower that clears leaves off the sidewalk less efficiently than the way it used to be done—quietly, with a broom.

WHO NEEDS...

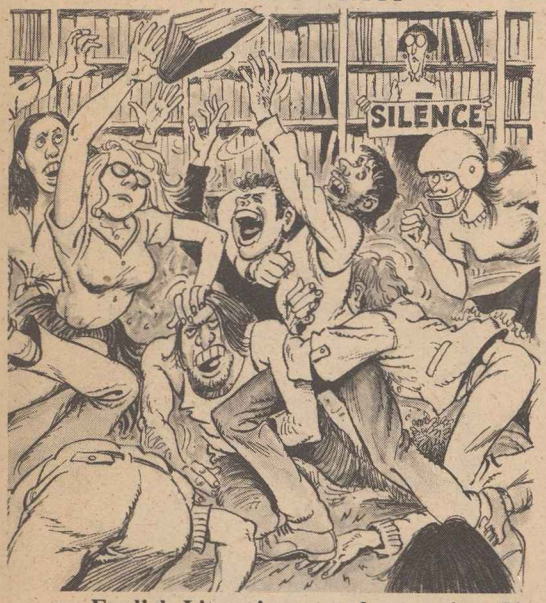


...one more golf tournament named after a Hollywood entertainer who now has ample time for golf because he can't get a job.

NEEDS IT?

ARTIST: HARRY NORTH
WRITER: TOM KOCH

WHO NEEDS...

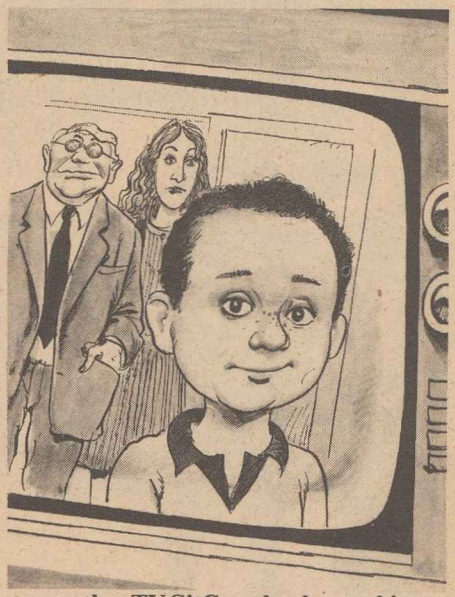


...an English Lit assignment that requires 50 students to read the same book, when there's only one copy of it available at the local library.

WHO NEEDS...

...still another calendar that illustrates each month with a different picture of a cat being loveable.

WHO NEEDS...

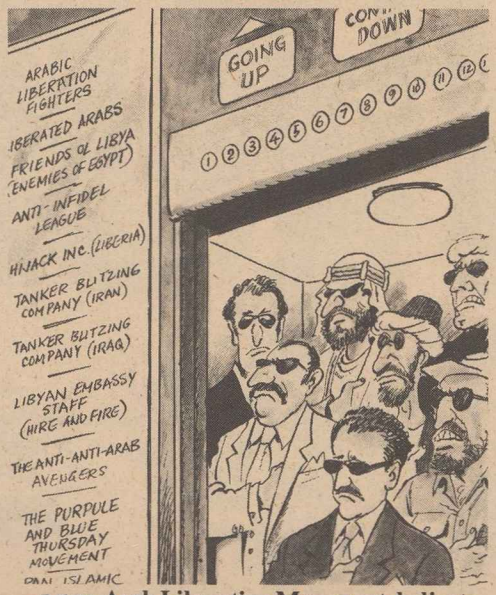


...another TV SitCom that has nothing going for it except a kid who's considered cute because he's small for his age.

WHO NEEDS...

...a new commemorative 14¢ stamp...when nothing we mail costs 14¢.

WHO NEEDS...

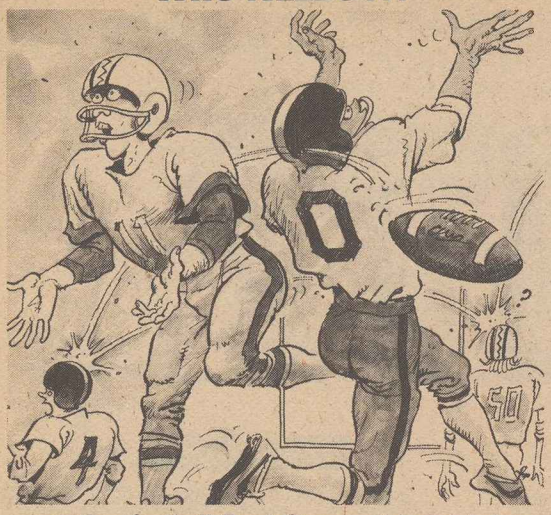


...a new Arab Liberation Movement dedicated to blowing up everything in the world, including other Arab Liberation Movements.

WHO NEEDS...

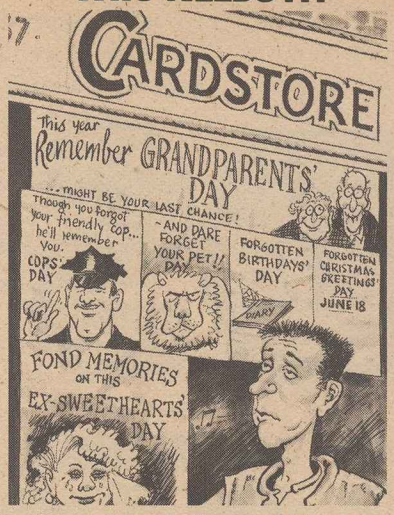
...that extra announcer brought in for World Series telecasts to give us a detailed explanation of everything the regular announcers just finished telling us.

WHO NEEDS...



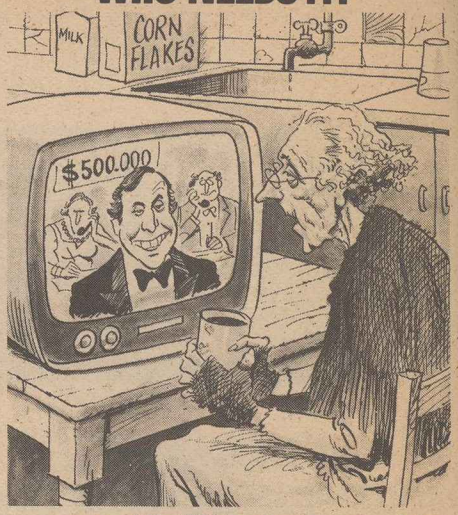
...another football Bowl Game...this one bringing together the teams that finished fifth in the Southeastern Conference and sixth in the Big Ten.

WHO NEEDS...



...one more holiday contrived to make us feel guilty if we don't observe it by sending greeting cards.

WHO NEEDS...



...your public TV station's appeal for funds so it can remain on the air long enough to make another appeal for funds.

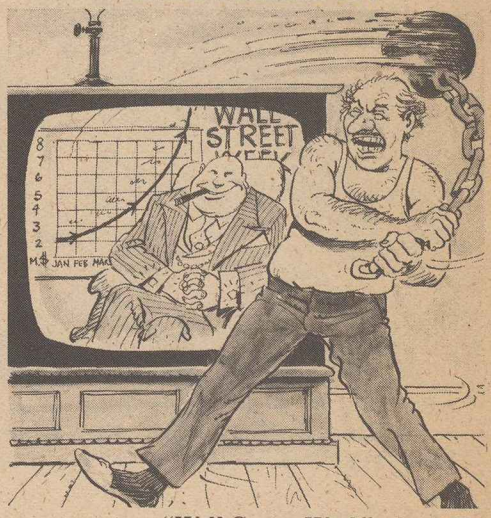
WHO NEEDS...

...a sale on the same designer jeans you spent your life's savings to buy at the regular price just last week.

WHO NEEDS...

...an airline that offers "bargain fares" between Spokane and Dayton, when nobody in either city wants to go to the other one.

WHO NEEDS...



...a guest on "Wall Street Week" who tells you how rich you'd be today if you'd bought the stocks that he'd recommended a year ago.

WHO NEEDS...

...a reproduction of an antique that serves no purpose except to make people think that your valuable original is also a reproduction.

WHO NEEDS...

...a form letter from a magazine urging you to renew your subscription, which is due to expire in just eleven more months.

WHO NEEDS...

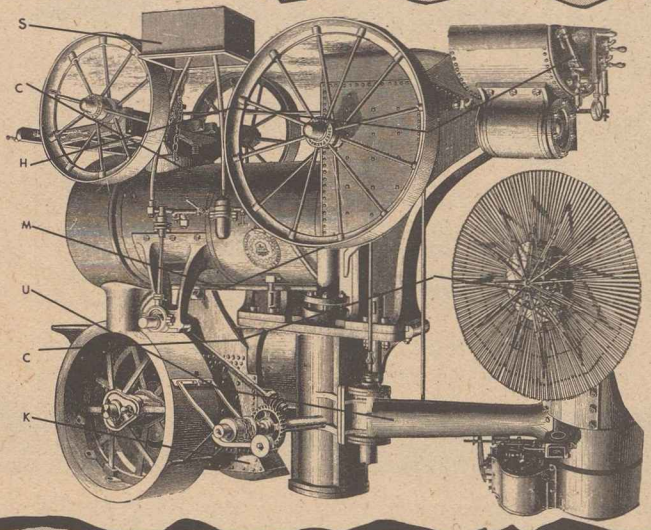
...a new brand of pet food...when half of every supermarket is already filled to the ceiling with pet food.

MANUAL BELABORED DEPT.

A new trend in books is to explain how complicated things work. Great! But did you ever try to read one? You need a book to explain the explanations...

THE AXIAL TURBINED VEEBLEFETZER

When an electric charge is insinuated into the duo-metallic aperture of a non-conforming mass, the resultant redundancy produces a current of diametrically opposed consequences. This is especially true when two magnetic poles are introduced at a social gathering and find a mutually beneficial conveyance of elemental counter productiveness (see figures "S" "C" "H" "M" "U" "C" "K".) The basic schematic (as shown at right) will lead the novice into an oblivion maze. This is a good way to start...



Ridiculous! The experts already know that stuff, the rest of us will probably never have to, right? What we need are explanations for the uncomplicated things we come in contact with in our every day lives, right? Which is why we now proudly present...

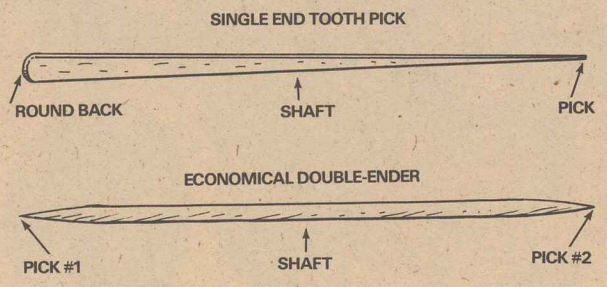
A MAD GUIDE TO HOW SIMPLE THINGS WORK

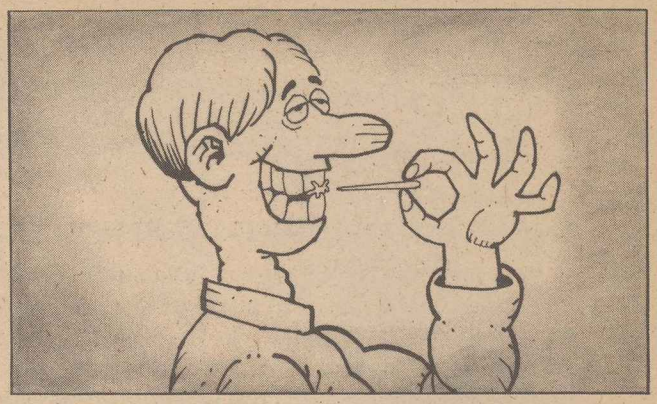
Written and Illustrated by Al Jaffee

(A Simple Guy Who Seldom Works)

THE TOOTHPICK

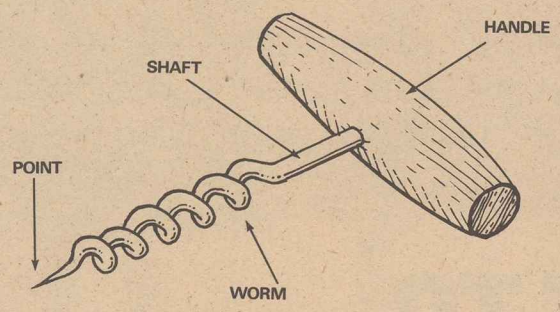
Toothpicks are usually made of wood or plastic. Some styles have one usable end, others two. None have three, but by breaking the toothpick in half or in quarters, many new ends can be achieved by very enterprising (or very cheap) toothpick users.



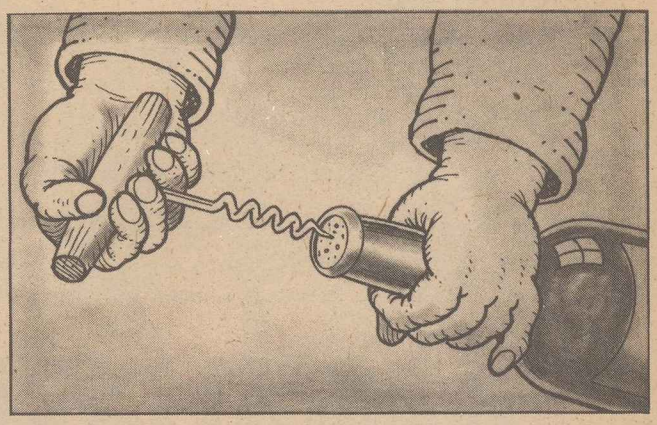


The proper way to use a toothpick in an effective but dignified manner is shown above. Start with a "forehand approach" approximately three inches from the mouth, moving in slowly until toothpick makes contact with pre-determined "target" area.

THE CORKSCREW



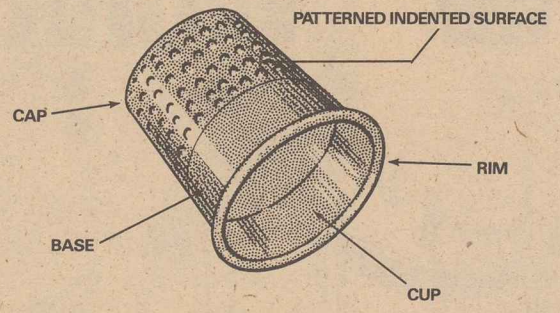
The corkscrew comes in many shapes and forms. Basically, however, the corkscrew consists of nothing more than a screw-like shaped steel rod, pointed at one end, handle attached to the other.

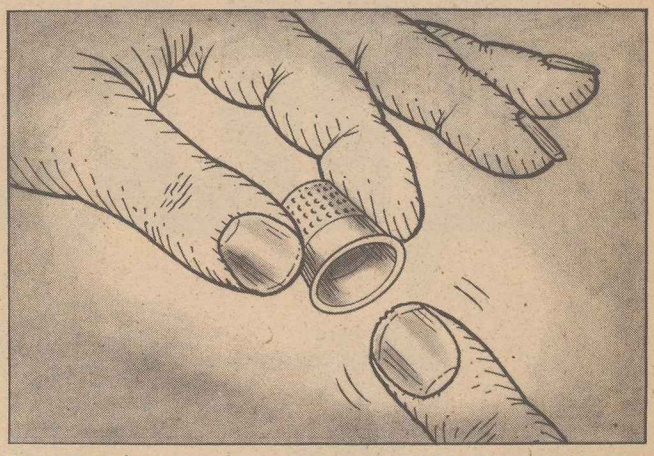


By inserting the point into the cork and turning clockwise, the screw-like rod slowly works its way into the cork's core, creating a strong, temporary bond between the two (much like a screw in wood).

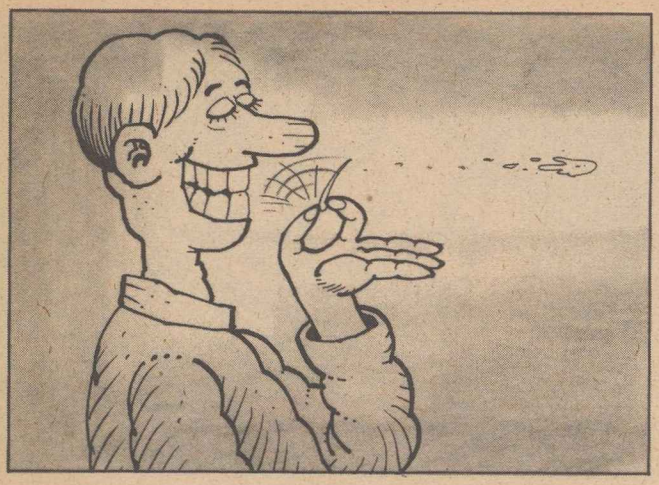
THE THIMBLE

The thimble is invaluable in sewing. Thimbles are usually made of metal, but recently strong plastic models have appeared on the sewing scene.

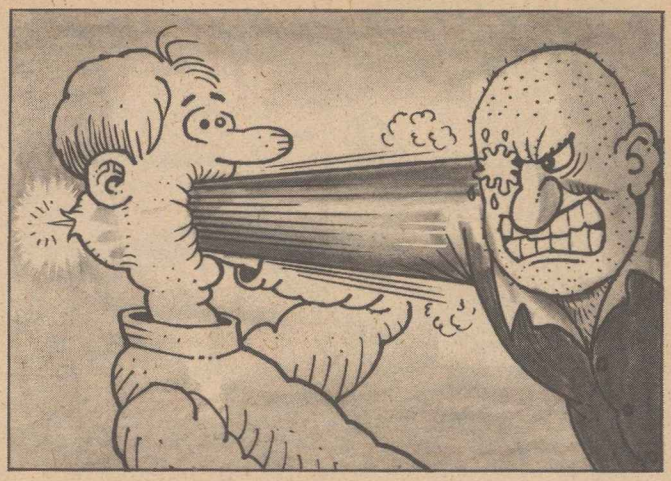




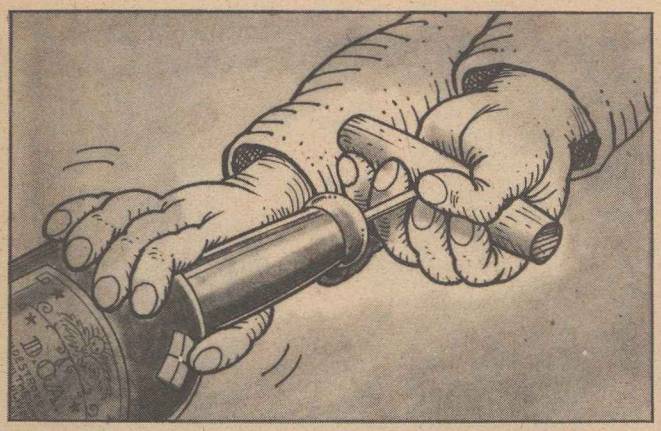
In normal, everyday use, the thimble is placed on the middle finger of the hand that is to wield the needle, fitting snugly on the tip of the finger.



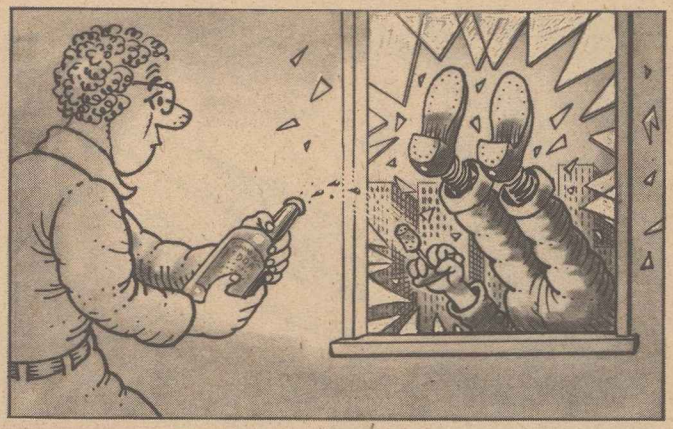
Poking around can bring many rewards while removing oodles of yecchy garbage from the mouth.



Avoid "flicking". This is ill-mannered and can be, in certain instances, hazardous to your health.

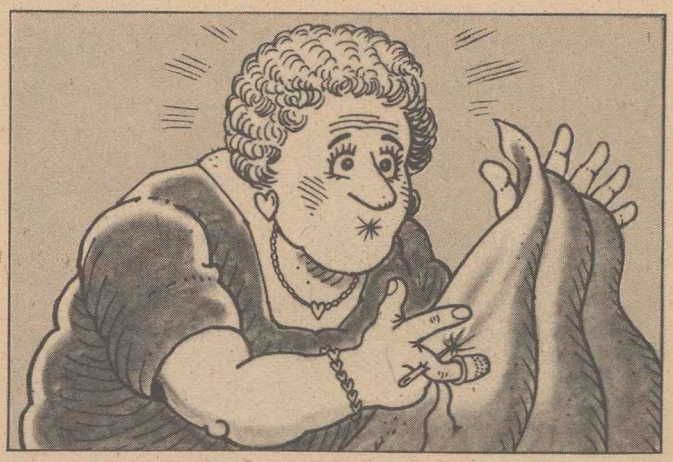


Then, by firmly bracing the bottle in one hand, and pulling with all one's might on the corkscrew handle, the cork slowly starts to emerge until completely dislodged from the neck of the bottle.



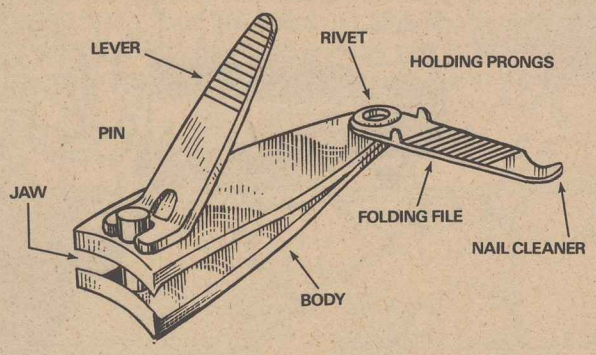
CAUTION: *Always operate corkscrew by yourself! Involving others can often result in complicated and unwanted accidents!*

The thimble is used to push the needle through the fabric. The needle's crown is placed into one of the patterned indentations for pushing leverage.

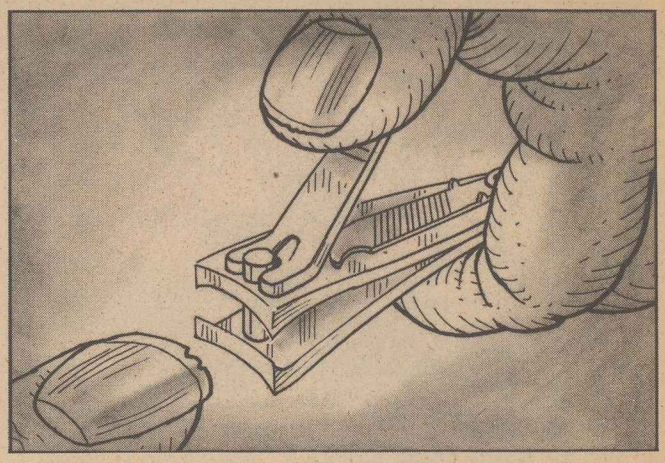


Care must be taken not to push too strenuously as the thimble's indentations aren't very deep and "needle skid" can easily be the unwanted result!

THE NAIL CLIPPER

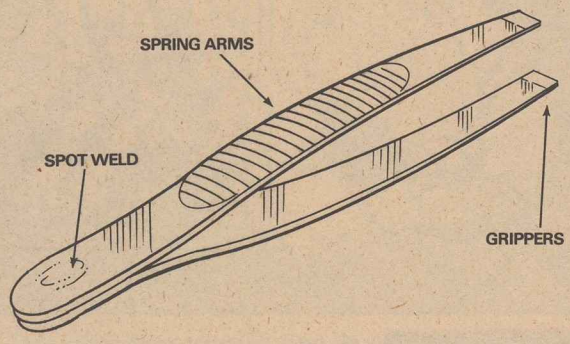


The nail clipper is an ingenious device that clips and/or files fingernails neatly and effectively.



The clipper is held in one hand, a fingernail of the other hand faces the clipper's open jaw.

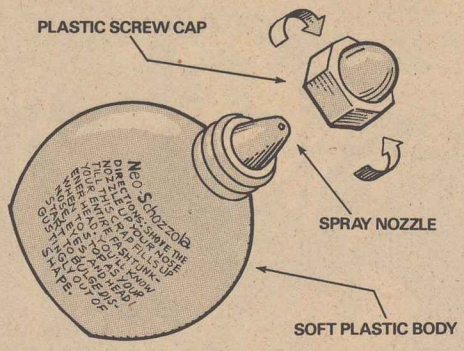
THE TWEEZER



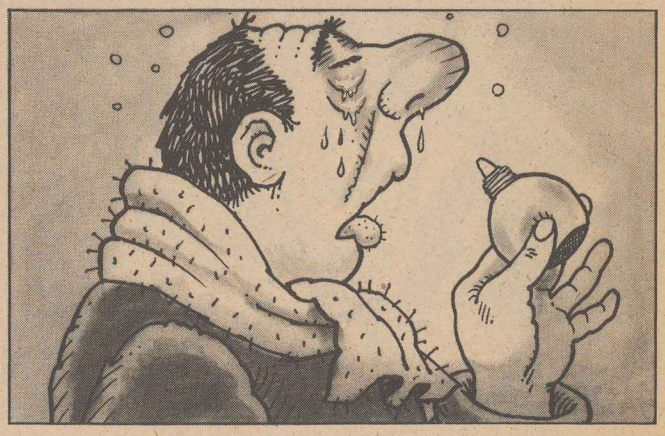
The tweezer works on the same "plucking principle" as the thumb and forefinger. The advantage of the tweezer is that it gets into places fingers can't.

The device is held between thumb and forefinger ands squeezed together to create a gripping action, effective in cases such as that of ugly nose hair.

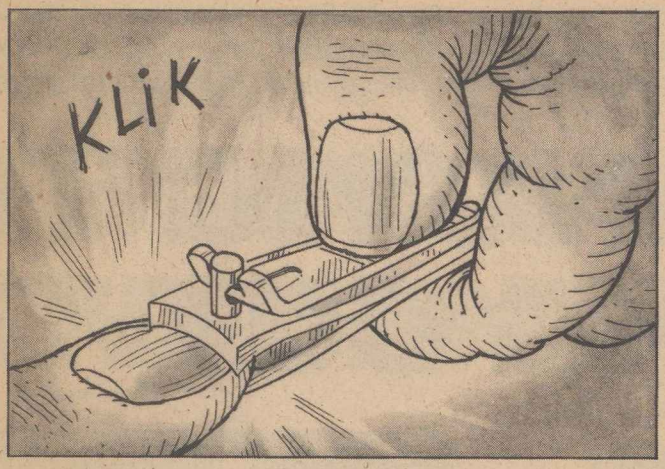
THE NOSE SPRAYER



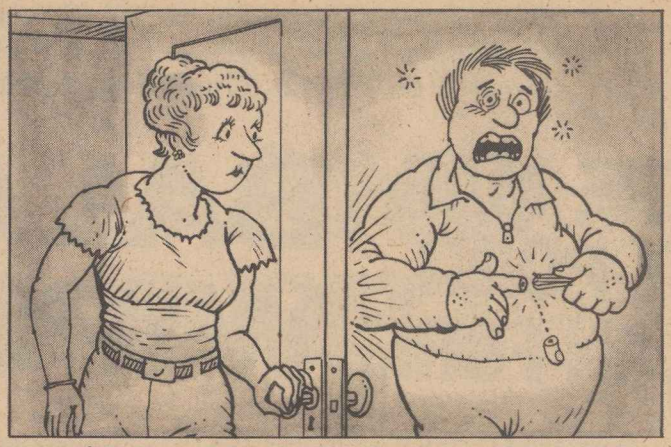
Today's nose sprayer is a soft, plastic container filled with liquid decongestant. A siphon tube in the center connects to a spray hole at the top.



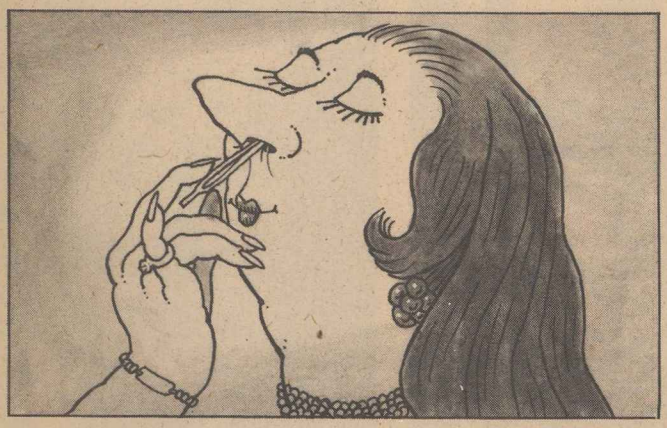
The nose sprayer is often used when an ailing person feels as if his head is clogged with solid cement. The sprayer is raised toward a nostril...



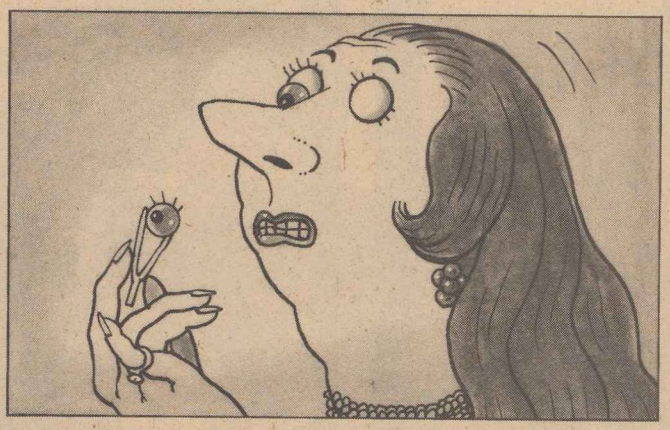
The amount of nail to be clipped should be carefully measured, as close cuts can be painful.



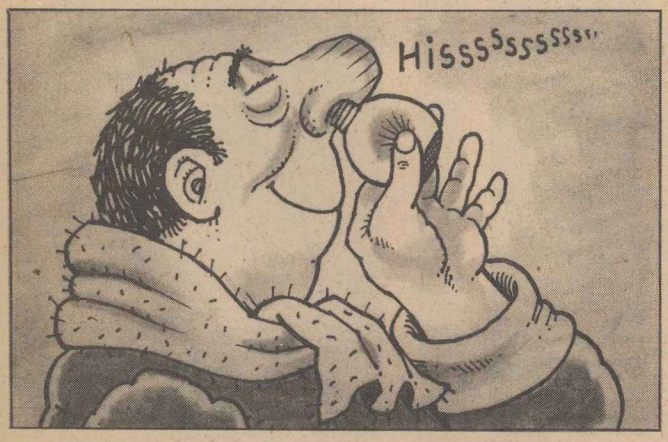
It is also wise not to stand next to doors that can be suddenly opened, as a very close cut can result. This isn't only painful, but ugly as well!



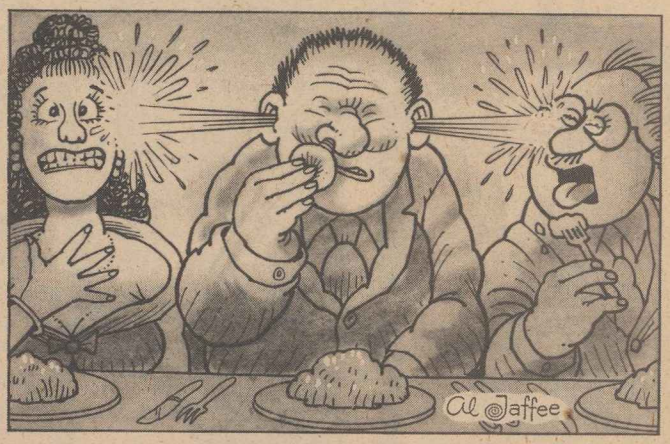
Not only can the tweezer easily pluck exposed nose hair, it can reach inside the nostril to remove hair before they grow long enough to be unsightly.



But like all tools and devices, tweezers should be used wisely and cautiously. Digging too deeply or carelessly may remove more than you bargained for.



...and with a gentle squeeze of the container, a mist of medication is released. The "cement block" feels as if it melts away, bringing blessed relief.



NOTE: Allow ample time to feel effect of mist. Vigorous over-spraying can cause serious damage to mucous membranes—as well as dinner companions!

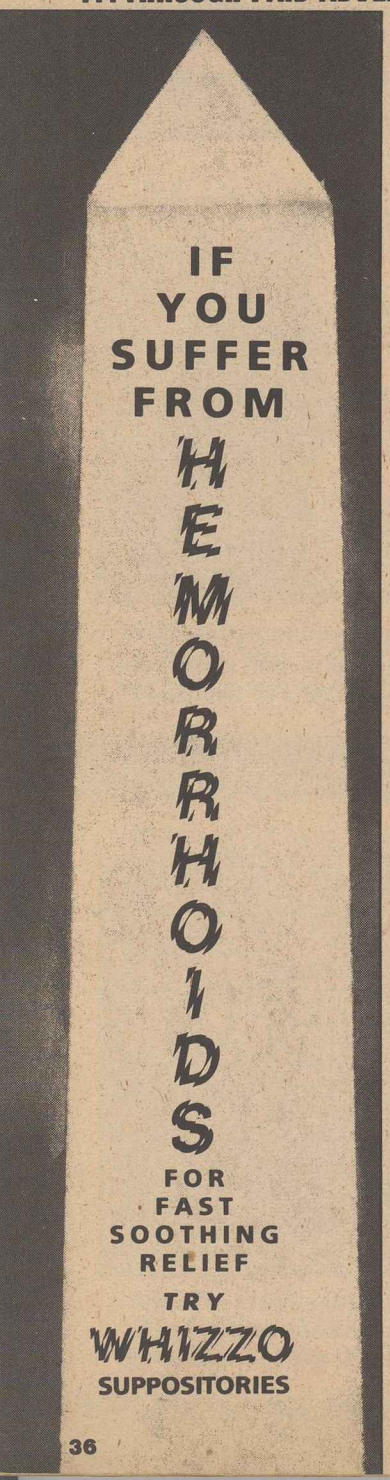
DOLLARS AND SENSELESS DEPT.

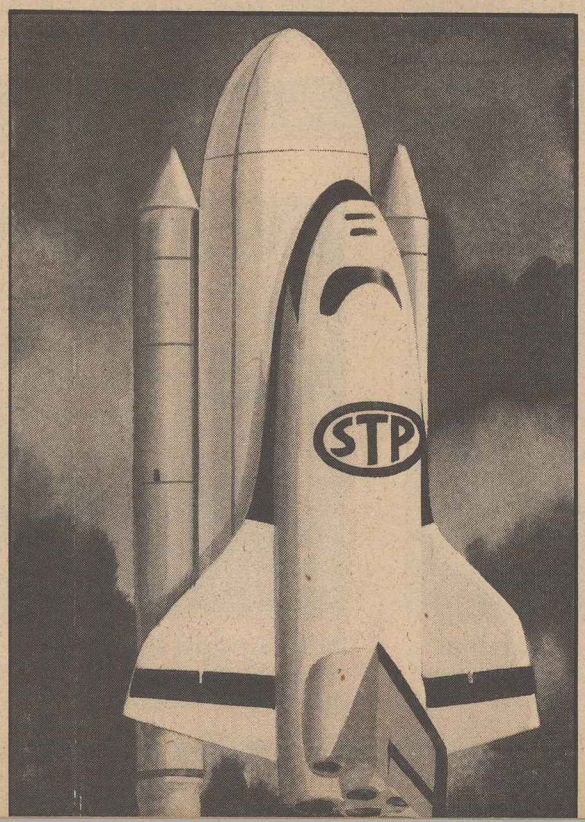
What's huge, impossible to control, and about to devour us all? The National Deficit, that's what! Right now, Uncle Sam is in hock to the tune of nearly a trillion big ones, and nobody seems to be able to do anything about it! Until now, that is! we at MAD (Naturally!) have

THE MAD 7-POINT PLAN FOR... BALANCING TH WIPING OUT TH

ARTIST: BOB CLARKE

...THROUGH PAID ADVERTISING ON GOVERNMENT PROPERTIES





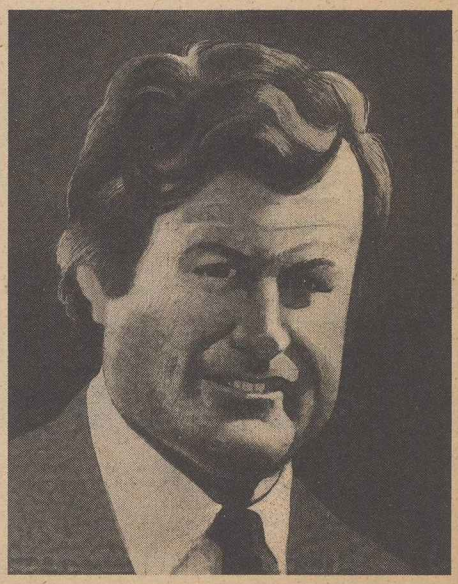
...THROUGH SELLING U.S. GOV

CABINET #1 of 12 — Collect them All!

GEORGE SCHULTZ State Dept.

SENATE #68 of 100 — Collect them All!

EDWARD KENNEDY Democrat



the answer—and that's for the Government to hatch some new, sure-fire money making schemes that will bring needed cash into the U.S. Treasury! So wise up, Democrats and Republicans! Don't bother raising our taxes or any other stupid thing like that! Merely take a peek at—

E BUDGET . . . AND E NATIONAL DEBT

WRITER: FRANK JACOBS

NMENT BUBBLE GUM CARDS

GEORGE SCHULTZ
Secretary of State
Nickname: "Gabby"

A career veteran, Schultz is at his best taking on opponents head-to-head, as with his "tough-talk" bout with Libya's Omar Khaddafy. Paunchy and slow afoot, Schultz nevertheless can be deceptively shifty, reminding fans of Hank "Strangelove" Kissenger. In the tilt with Grenada, he was named "Cabinet Member of the Month" for running interference for Defense Secretary Casper "Boom-Boom" Weinberger. Schultz likes his role as Designated Haggler. "I'll play anywhere they put me," he says.

An Official U.S. Government Bubble-Gum Card

EDWARD KENNEDY
Senator from Massachusetts
Nickname: "Teddy"

A four-term veteran, Kennedy is famed for his slashing line-play ("Republicans are hazardous to your health.") in Senate debates. No longer a Presidential contender—he's a two-time winner of the Harold Stassen Award—Kennedy enjoys being a Senator, constantly pressing for more Government aid to the poor and minorities while at the same time arguing for a balanced budget. Because of this talent for dodging and weaving, Kennedy is tough to bring down. "Give the people what they want," he says, "whether they want it or not."

An Official U.S. Government Bubble-Gum Card

. . . THROUGH OFFICIAL U.S. GOVERNMENT "MERCHANDISING"

I love playing "White House" with my Ron and Nancy dolls!

Incredibly Lifelike!
Nancy comes with 37 designer outfits! She's always changing clothes, sometimes 3 or 4 times before breakfast! Ron has moveable eyelids, which close during press briefings and Cabinet meetings!

Dress Them Up!
Ron and Nancy love dressing up! Ron's handsome in his white tie and tails! Nancy's beautiful in her velvet gown! It's their favorite attire while watching one of Ron's old movies!

Lifelike Features! **Aging Bodies!** **Dyed Hair!**

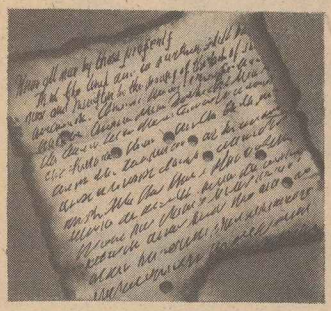
WHITE HOUSE DOLLS

Only from RONCO
—a U.S. Government Industry—

...THROUGH GOV'T CLEARANCE SALES

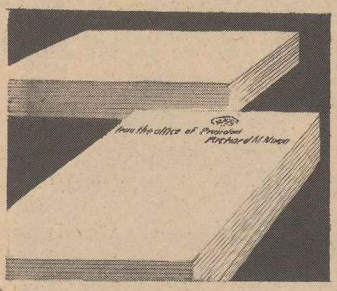
GIANT GOVERNMENT WAREHOUSE SALE!!

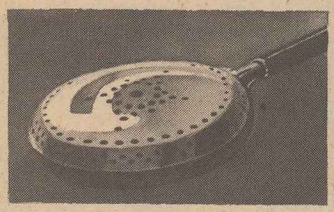
That's right, Americans! We're overstocked on thousands of valuable ONE-OF-A-KIND HISTORICAL TREASURES FROM OUR NATION'S PAST! This means that now you can own an "Authentic Relic Of Americana"—so hurry up and order your choices today... before they're all gone!



AUTHENTIC INDIAN TREATY
This official document, guaranteeing land rights to the Cheyenne, was signed by President Chester Alan Arthur and Chief Running Ear in April, 1883, six weeks before the tribe was double-crossed and their villages were leveled by the U.S. Cavalry. We've several hundred of these broken treaties available... each one a disaster for the Indians, but a valuable historical treasure for you. Order now.
ORDER "TREATY" Each—$149.95

PRESIDENT NIXON STATIONERY
Enscribed "From The Office Of President Richard M. Nixon," these left-over letterheads and envelopes were thrown out, along with his entire administration. Order 1,000 sheets and envelopes, and get, *free,* five assorted memo pads... "From The Desk Of H.R. Haldeman," "John Ehrlichman," "John Dean," or 19 others who suddenly wound up on the street.
ORDER "STATIONERY" Per 1000—$325.00





LINCOLN'S BED-WARMER
Used regularly by President Lincoln on cold winter nights, it provided warmth whenever Mrs. Lincoln, complaining of a "severe headache," refused to share the Presidential Bed. Enscribed, "To Abe—From Mary—Happy Eleventh Anniversary."
ORDER "BED WARMER" $15,000.00

...THROUGH ENDORSEMENTS BY U.S. EMPLOYEES

...THROUGH GOVERNMENT PUBLICATIONS

THE FBI ENQUIRER

ALL THE DIRT WE DUG UP WE PRINT

THE EMBARRASING RASH HOWARD BAKER COULDN'T COVER UP!

Gary Hart's Secret Deal With The Hare Krishnas!

JOAN COLLINS NIGHT WITH THE JOINT CHIEFS OF STAFF!

Casper Weinberger's Out-Of-Body Travels In El Salvador!

THE TRUTH ABOUT TED KENNEDY'S HORMONE SHOTS

A New Miracle Cure For George Bush's Identity Problems!

SPECIAL! "THE MONDALE TAPES" What Jessee Jackson Told Joan About Fritz!

EXCLUSIVE! RON AND DI! The Rumors Won't Stop!

...THROUGH PROMOTIONAL USE OF U.S. OFFICIALS

BE THERE...
FOR THE ACTION... AND THE RULINGS!

THE SUPREME COURT
EXHIBITION BASEBALL TEAM
takes on
THE BALTIMORE ORIOLES

1985 INTERSESSION TOUR TICKETS STILL AVAILABLE

ALONE APPLICATION DEPT.

One of the top priorities of many teenagers today is to get their own apartment and escape forever from the agony of parental supervision and nagging. But like most dreams, this one requires considerable expertise and knowledge to make it come true. So when and if that moment arrives for you, pay close attention to—

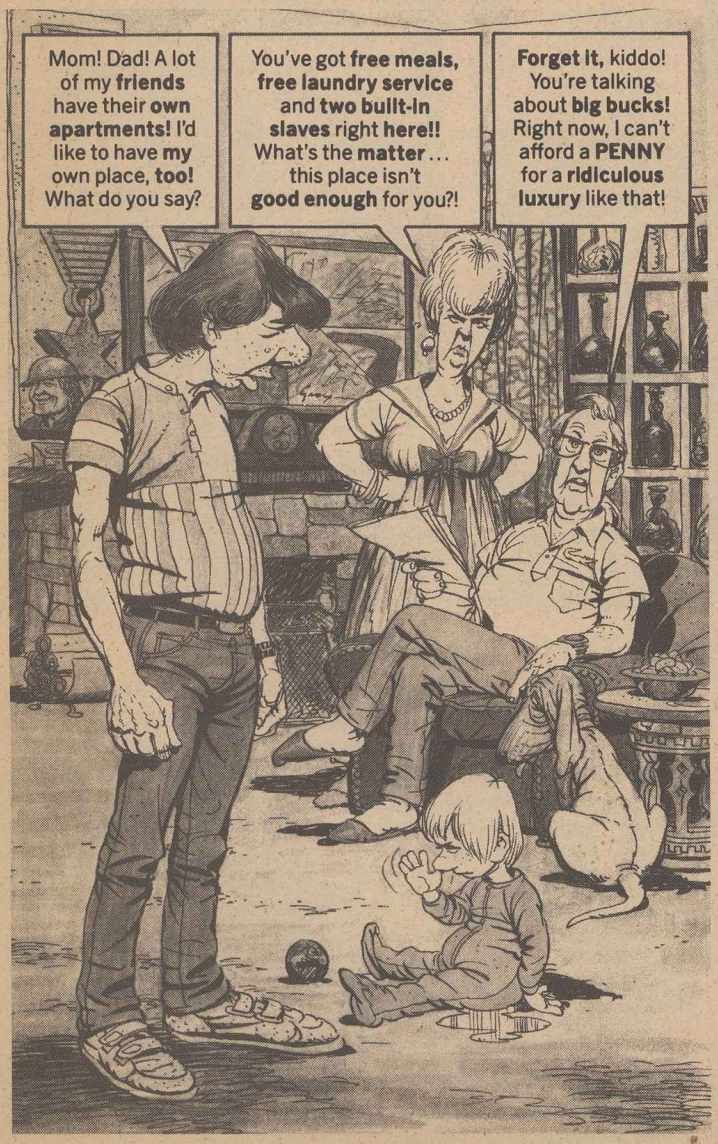
MAD TIPS ON MOVING OUT... AND MAKING IT ON YOUR OWN

ARTIST: GEORGE WOODBRIDGE WRITER: LARRY SIEGEL

THE VERY IMPORTANT PRELIMINARY STEP

Keep in mind that, at the beginning, your parents will automatically be against your moving out. So how you conduct yourself at this stage may determine the whole direction of your life.

THE WRONG WAY TO BRING UP THE SUBJECT ... Grabbing The Bull By The Horns



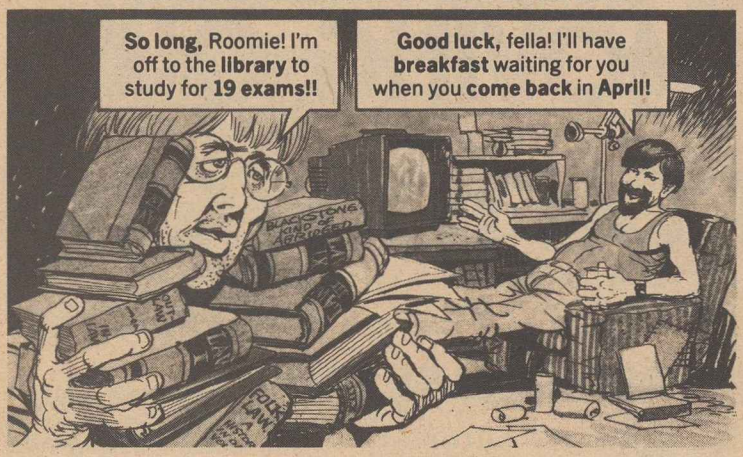
THE RIGHT WAY TO BRING UP THE SUBJECT ... Throwing The Bull, Horns And All

SELECTING THE PROPER ROOMMATE

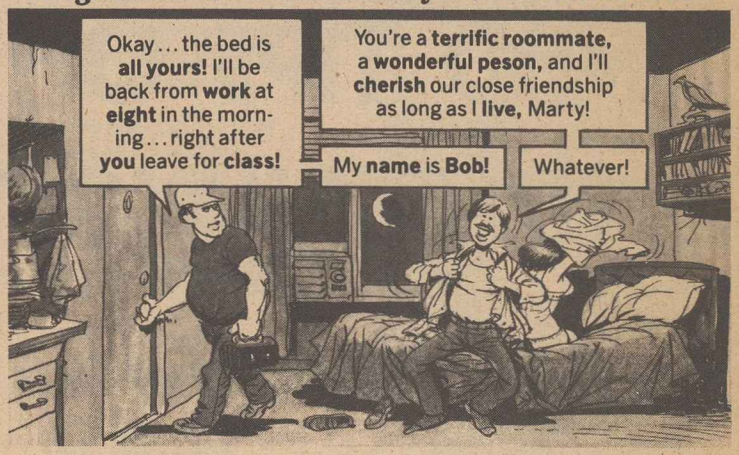
Now that you have the go-ahead, it is important to find someone to share your apartment. But remember that, just as in a marriage, familiarity breeds contempt, and the only real purpose a roommate serves is to split the expenses. The less you have to do with each other, the better!

TWO DESIRABLE ROOMMATES TO LOOK FOR

Medical Students or Law Students

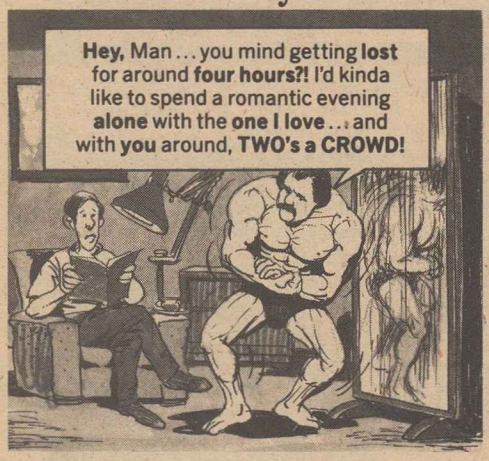


Night Watchmen Or Graveyard Shift Workers



SOME ROOMMATES TO AVOID

Jocks And Body-Builders



24-Hour-A-Day Headset Freaks

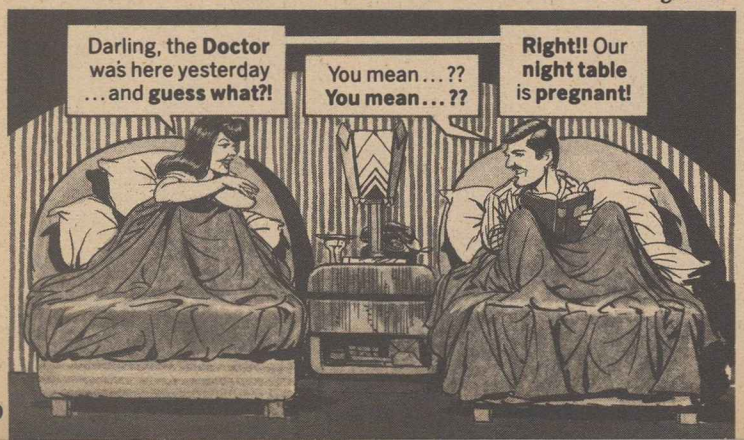
Members Of The Opposite Sex

CHOOSING A GIRL AS A ROOMMATE

Nowadays, it's not uncommon for young men and women to room together on a friendly basis, and you might do well to consider that possibility. But first, let's put things into their proper perspective by examining the changing male and female roommate trends over the past decades.

MALE AND FEMALE ROOMMATES OF THE PAST

In the 1940's, unmarried people never shared an apartment together. In fact, according to all the movies of that era, husbands and wifes never even shared the same bed together!



But in the 1950's things loosened up a bit and young people at least thought about sharing an apartment together for an hour or so. But parental reactions were usually ridiculous.

MALE AND FEMALE ROOMMATES TODAY

Beginning in the '70's and carrying through to the present time, it has become fashionable for young men and women to share an apartment with no physical involvement between them whatsoever.

If you can accept this roommate as someone who'll help clean your apartment... and nothing MORE than that...

If you can accept this roommate as someone who'll help shop for groceries... and nothing MORE than that...

If you can accept this roommate as someone who'll help cook all your meals... and nothing MORE than that...

If you can do all that without climbing the walls and going off the deep end and being carried out like this

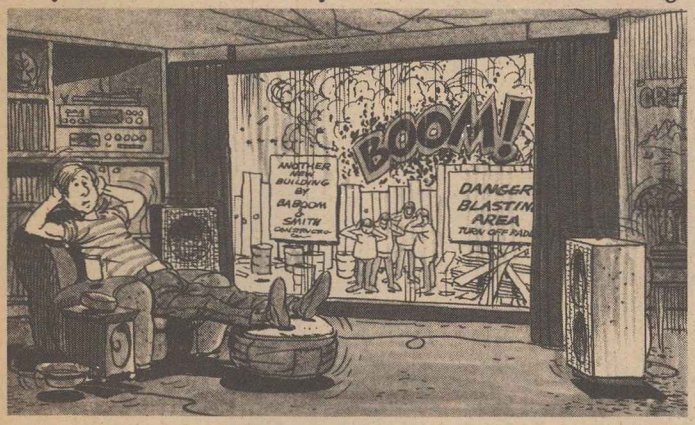
...then you're obviously very mature, very sexually liberated, very much in control of your life... and completely dead from the ankles up!

FINDING THE RIGHT APARTMENT

Now that you've chosen your roommate, whoever he or she may be, it's time to select the apartment you'll be most happy in. When you have a choice, be sure that you make the correct one!

THE WRONG APARTMENT FOR YOU

This apartment may look beautiful, but you'll be asking for trouble living near a construction site. You'll be constantly bothered by workmen asking you to turn down the volume on your stereo... because they can't hear themselves excavating.



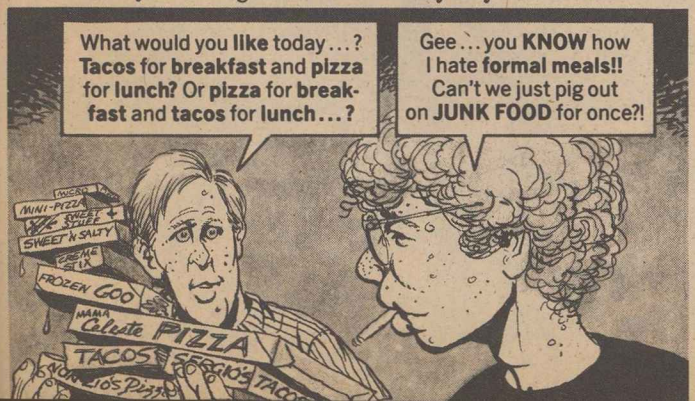
THE RIGHT APARTMENT FOR YOU

This apartment is perfect. It's not near a construction site, it's close to shopping, and most important, it should remind you of your room at home—just after you straightened it up.

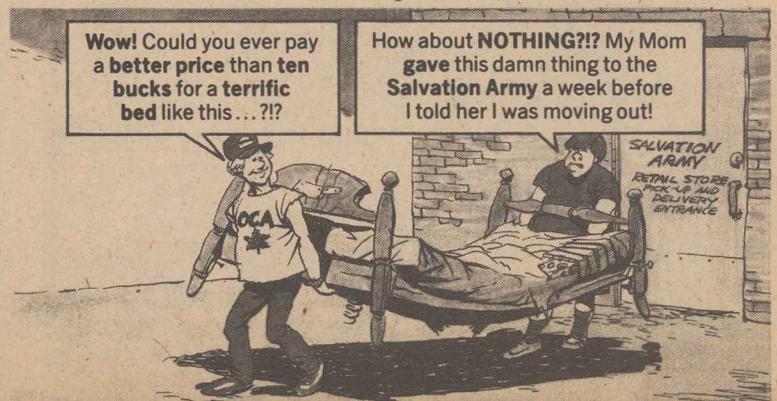
LIVING WITHIN YOUR MEANS

When you are on your own, you must make every penny count. Here are two tips on economizing:

To save money, you may find that you will have to slightly alter your eating habits from the way they were at home...



Don't ever be too proud to buy anything second hand. Just remember that such economizing can sometimes backfire on you!



IMPROVING YOUR SOCIAL LIFE

The two main reasons why you moved out and took an apartment was to escape your parents prying eyes, and to have fun. So let's examine your new-found social-life freedom in two areas:

PARTIES

Throw parties as often as you like. It is perfectly okay to have your guests help defray the costs with food and booze.

Just don't over-do this sort of thing. If you try to get too cute and expect too much . . . it could lead to total disaster!

MAKING OUT

Of even greater importance in your social life, of course, is now having the privacy to make out in your own apartment . . .

If your roommate is a guy, you will usually have no problem.

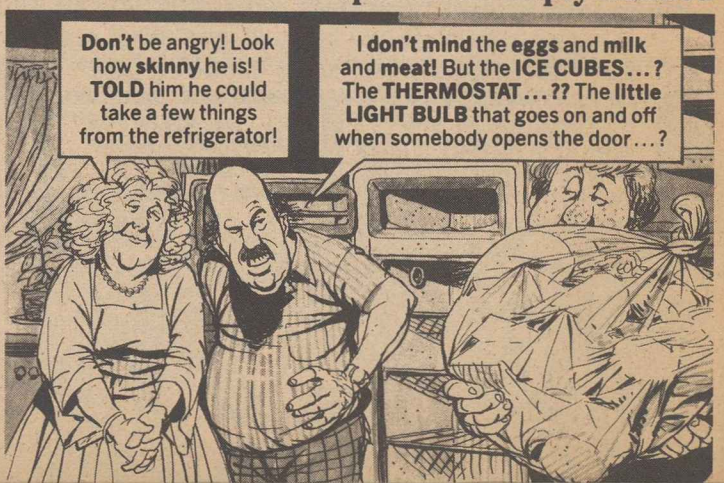
If your roommate is a girl, you could have a slight problem.

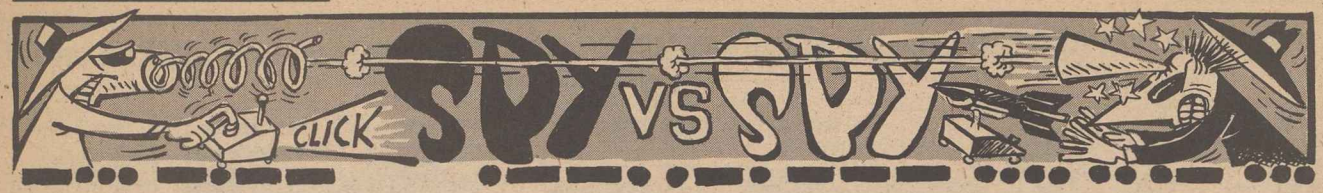
THOSE ALL-IMPORTANT VISITS HOME

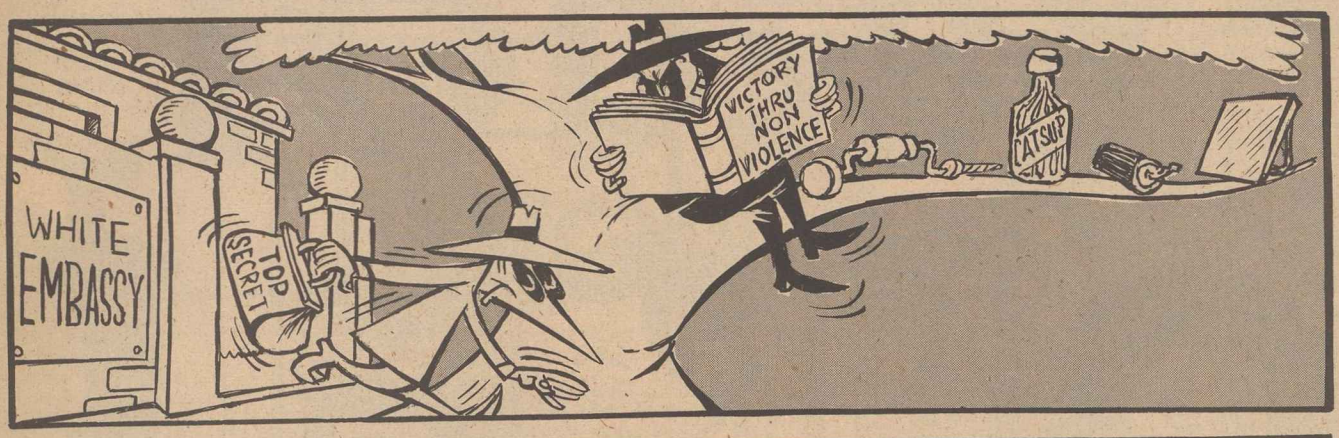
And finally, from time to time (for whatever reason, be it guilt or love), you will want to return home and visit your parents. When you do, there are only two major things to remember:

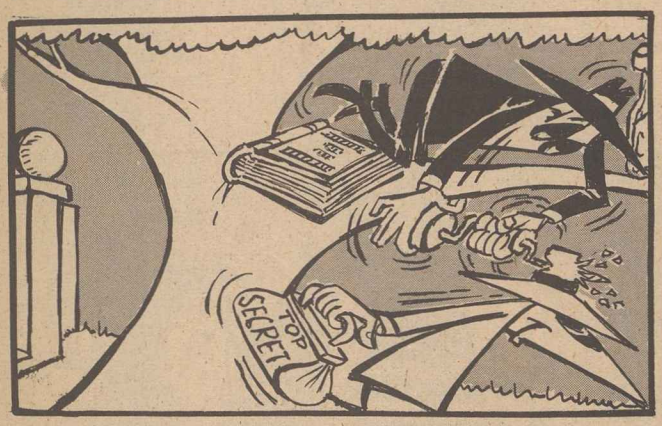
Never Return Home Empty-Handed

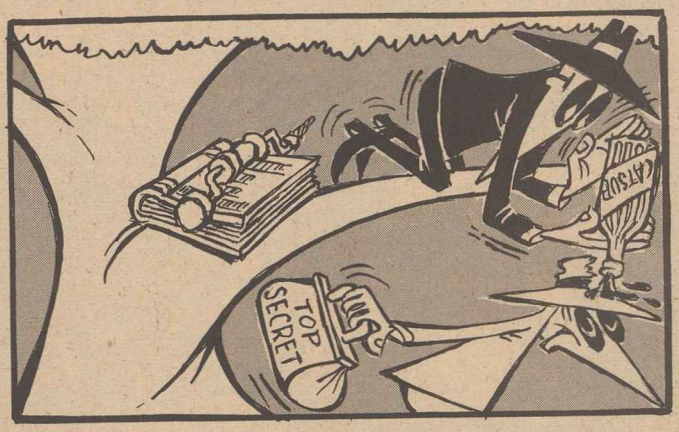
Never Go Back To Your Apartment Empty-Handed



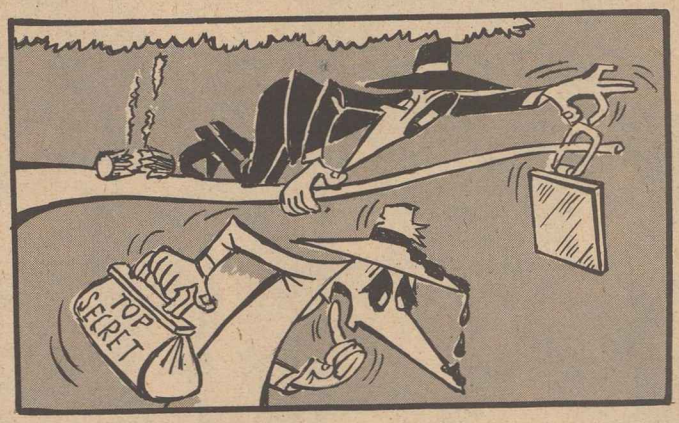

CLICK
SPY vs SPY


WHITE EMBASSY
TOP SECRET
VICTORY THRU NON VIOLENCE
CATSUP


TOP SECRET


CATSUP
TOP SECRET

CATSUP
BOOM
TOP SECRET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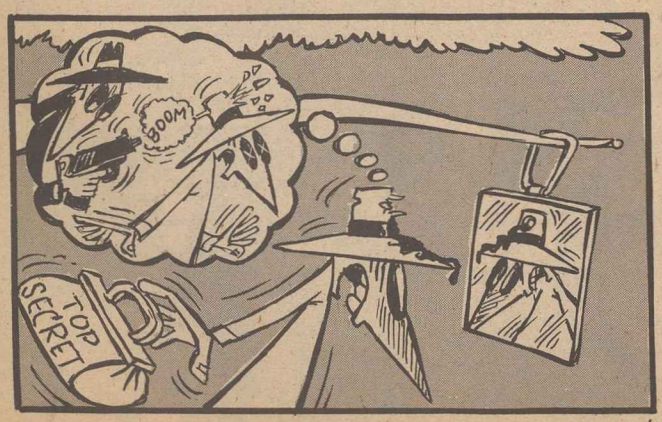
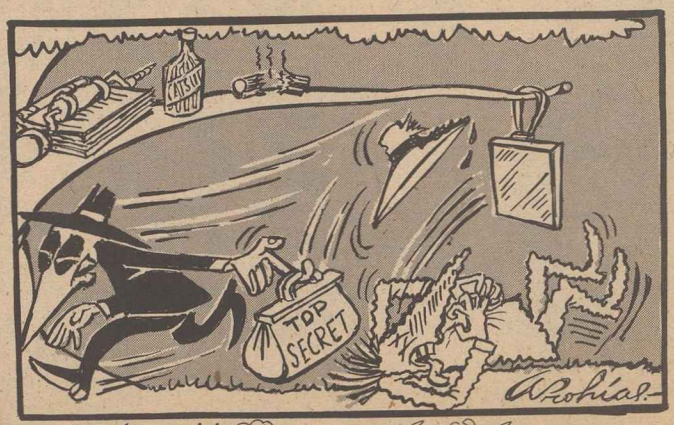
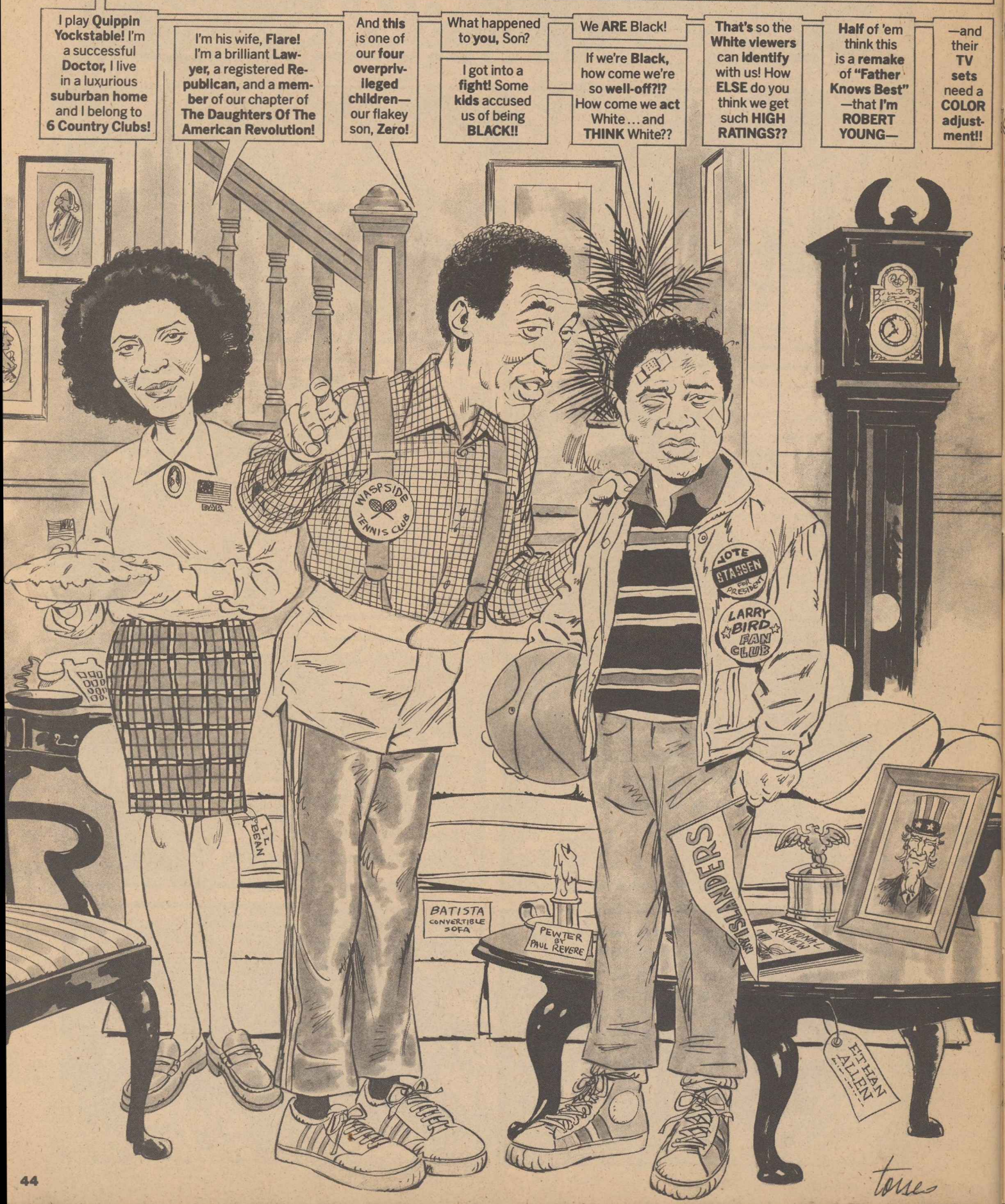

BOOM
TOP SECRET

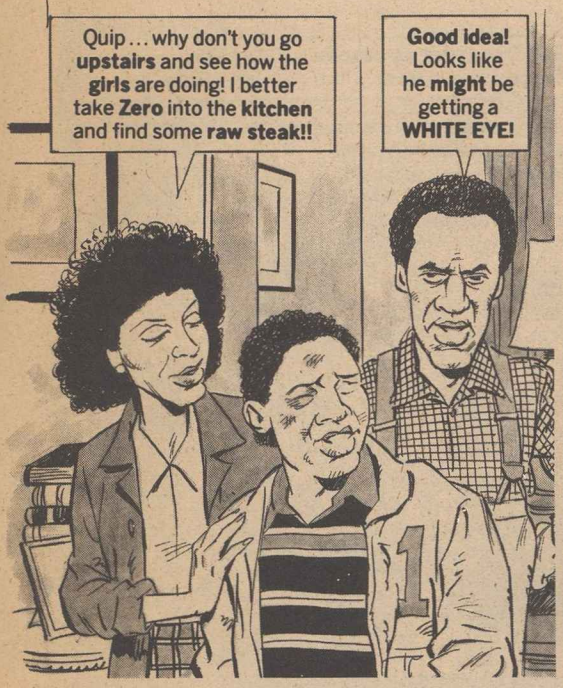

CATSUP
TOP SECRET

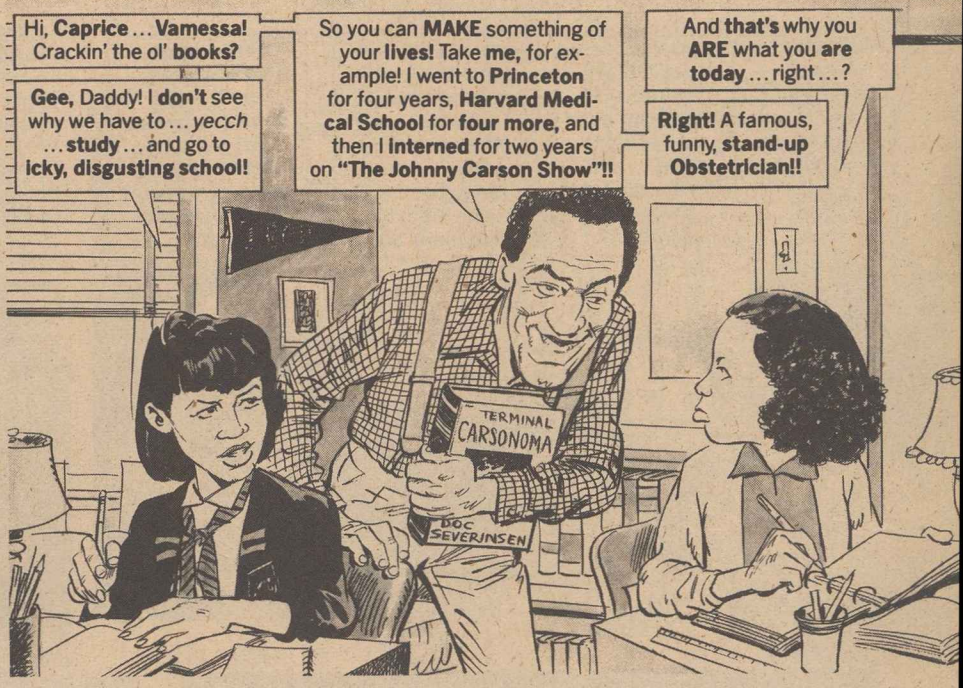
Hi, folks! I'm Bill Clodsby, and I'd like to welcome you to the hottest new SitCom on TV...

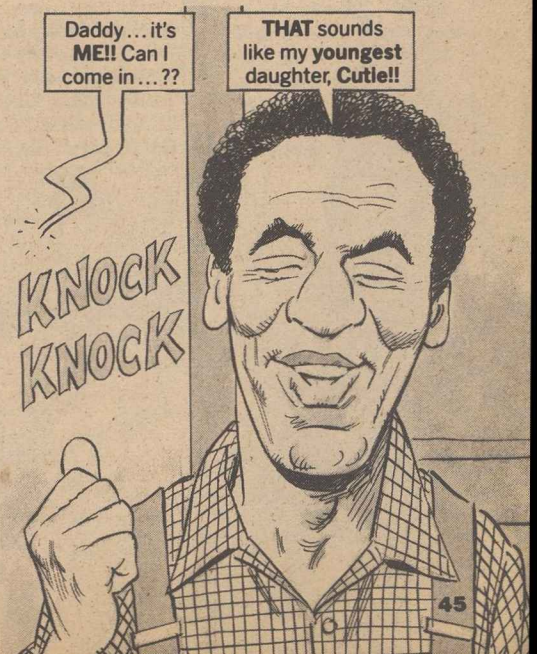


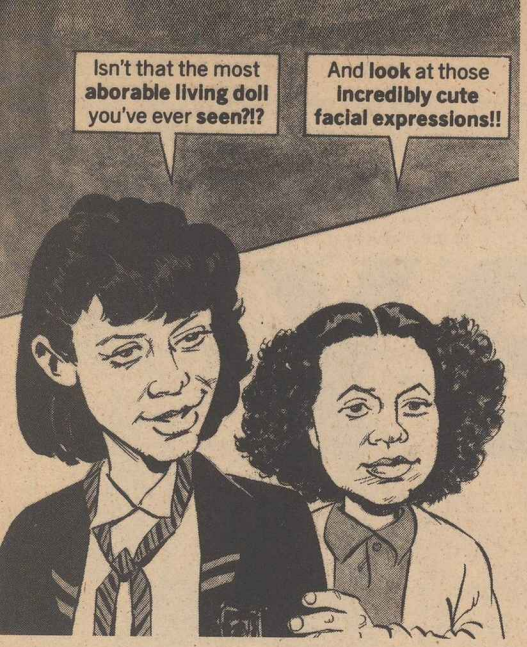
THE CLODSBY SHOW

ARTIST: ANGELO TORRES WRITER: LARRY SIEGEL

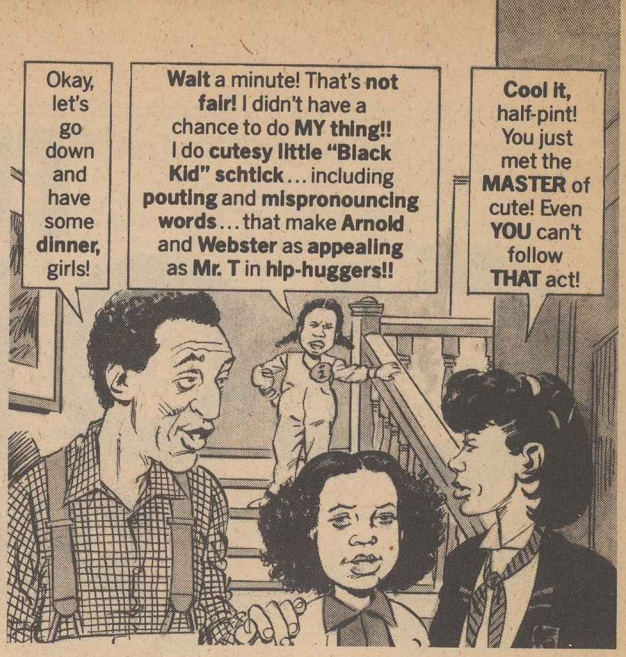






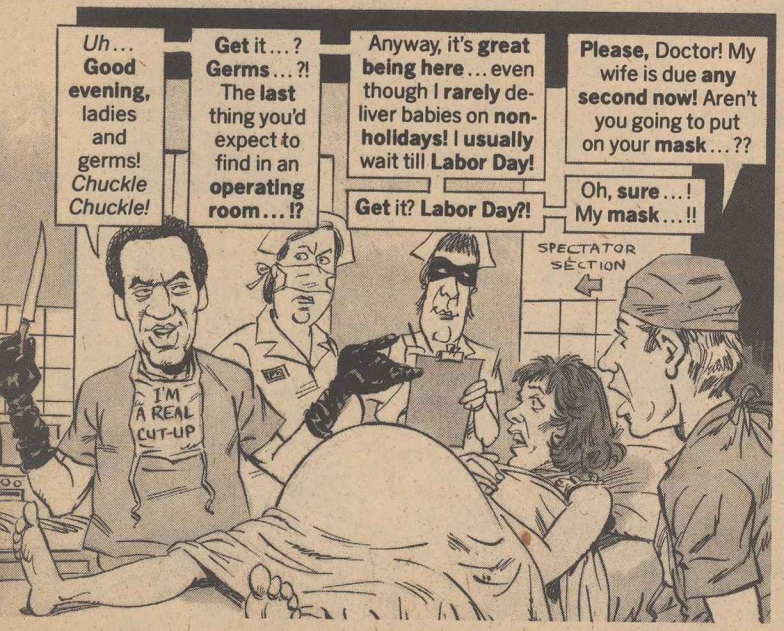

Isn't that the most **aborable living doll** you've ever **seen?!?**
And **look** at those **incredibly cute facial expressions!!**

Yep... **Daddy** sure is the **cutest one** in the **family!!**
HE TRIES HARDER


Okay, let's go down and have some **dinner,** girls!
Wait a minute! That's **not fair!** I didn't have a chance to do **MY thing!!** I do **cutesy little "Black Kid" schtick**... including **pouting** and **mispronouncing words**... that make **Arnold** and **Webster** as **appealing** as **Mr. T** in **hip-huggers!!**
Cool it, half-pint! You just met the **MASTER** of cute! Even **YOU** can't follow **THAT** act!

Well, **what** vital and meaningful subject shall we deal with— as usual— in **THIS** episode??
I got it, Mom! How about if we bury my **dead pet ant** in the **toilet**... and **Daddy** conducts a **religious service?!?**
Good thinking!! Ant-Burying **IS** a **burning social issue** with most Americans these days... as they **struggle** to **cope** with **life** in the **turbulent '80's!**
Forget it! We buried a **drag-on fly** in the **trash compactor** last month! It was a **four-part series,** remember? **One episode** for **each wing...!!**

Oh-oh! There goes my **beeper!** I've got to go to **work...!!**
Must be an **emergency commercial** at **Coca-Cola!** Oh, well, that's the **price** you have to pay when you marry a **"Doctor-Celebrity-Product-Endorser"!**
No, Honey! This is a **medical** call! I've got to **deliver a BABY**... and a **FUNNY MONOLOGUE!!**
BEEP BEEP BEEP


Uh... **Good evening,** ladies and germs! *Chuckle Chuckle!*
Get it...? **Germs**...?! The **last** thing you'd expect to find in an **operating room...!?**
Anyway, it's **great being here**... even though I **rarely** deliver babies on **non-holidays! I usually** wait till **Labor Day!**
Get it? **Labor Day?!**
Please, Doctor! My wife is due **any second now!** Aren't you going to put on your **mask**...??
Oh, **sure**...! My **mask**...!!
SPECTATOR SECTION
I'M A REAL CUT-UP

Oh, my God...! You're **not** going to deliver like **THAT?!**
Of course not!! I'm going to **SCRUB first!**
BLEACHER SECTION
I KEEP 'EM IN STITCHES
JACK IN THE BOX

What in hell are you **doing?**

Hey, **come on!** Ex-President Nixon **killed them** with this bit a few weeks ago when he was the **Special Guest Host** on **"Saturday Night Live"!!**

Doctor... this will have to be a **Caesarean delivery,** and I **don't** think I can **trust** your **judgment!**

CAESAREAN SECTION

Mr. Nagle, you have **every right** to your doubts and fears! **That's** why I suggest you get a **second opinion!** Dr. Murphy, would you **come in,** please??

Hello, you **Mother!** Or is it **still** a little **too early** to **call** you that??

Is there any chance I could get a **THIRD OPINION... ?!?**

SAT. NITE DEAD

Hi, baby! I'm **home again!**

Quip, look who's **visiting** with us! **Grand Thinker,** the **President** of our **NBC-TV Network...**

Folks, the **show** is doing **great,** but there's **something missing!** It's just **not that different** from **other** Black TV Shows...

HOME WORK

But it **IS** different! For **one** thing... we've got **money!** I've got **stocks** and **bonds** that'll **knock your socks off!**

Did you ever see **George Jefferson's** stock portfolio? When **HE** talks, **E.F. HUTTON listens!!**

Okay, how's **THIS** for different? I got a call from the **Mayor!** He wants me to be his **PERSONAL PHYSICIAN!**

Big deal! BENSON works for a **GOVERNOR!** And if you're thinking of starting your **own business, FRED SANFORD** did that **ages ago!** What **I'M** looking for is an **exciting NEW gimmick** to show that you people have **REALLY ARRIVED** as a successful Black TV Family...!!

Where are you **going,** Quip???

Don't anybody go away! I **may** have a **SOLUTION** to our problem...!

Okay! I'm **back!** Get ready now for the **one** element that's going to put us on an **equal footing** with **"Diff'rent Strokes"** and **"Webster"**... and **miles ahead** of the **other** Black Shows in TV History...!

Quip... **what** did you **do??**

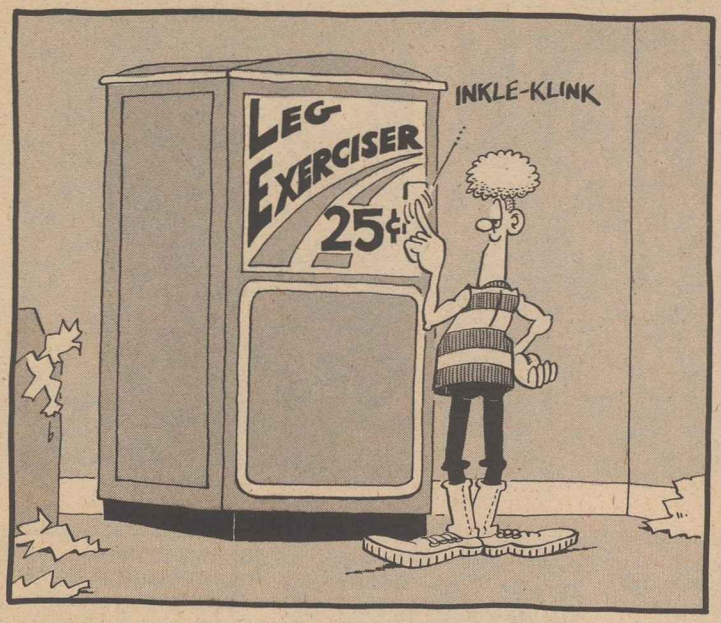
I... I **adopted** a **WHITE KID!**

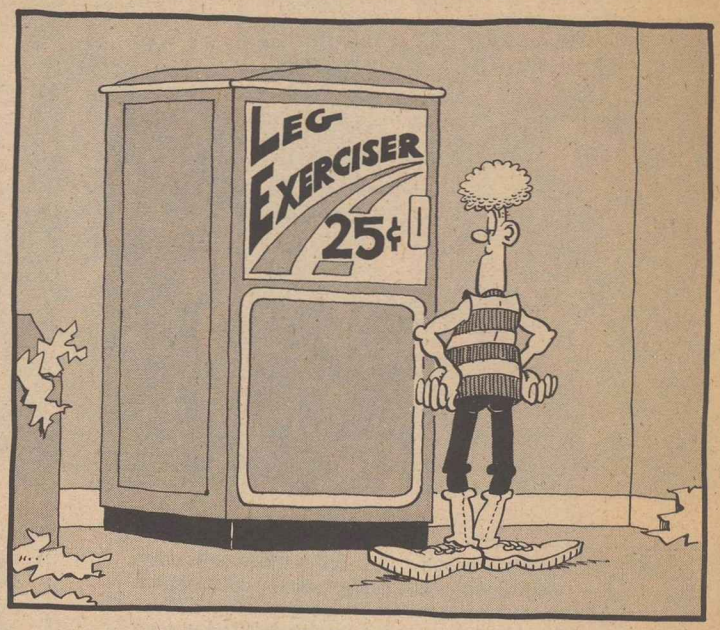
Hi, Mr. Thinker! **Hi,** new Mom and Dad and new Sisters and Brother! **Wow...!** This is something I've **always wanted** but **never had** on **"Silver Spoons"**... a **neat large family,** a **warm friendly Mother,** and **most important of all... fantastic HIGH RATINGS!!**

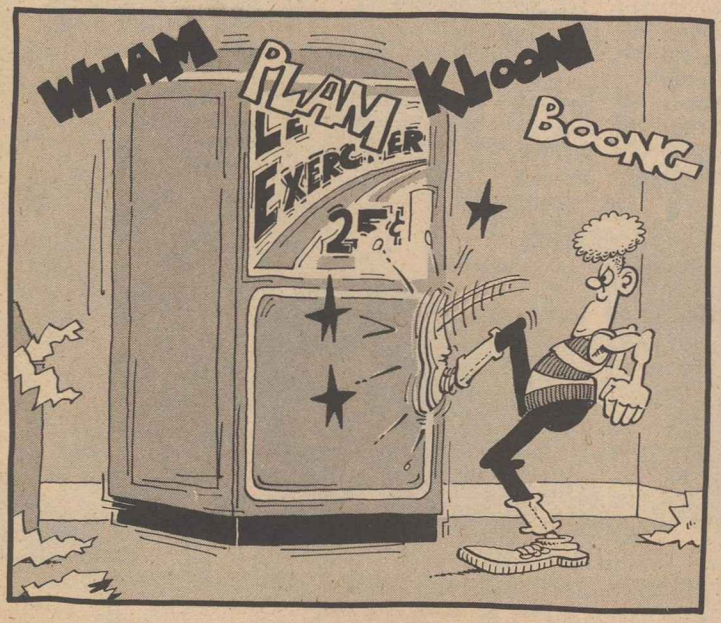
Gee, maybe I'm **crazy,** but **why** does this little blond honky remind me of that **obnoxious kid** on those old **"Dennis The Menace" reruns?**

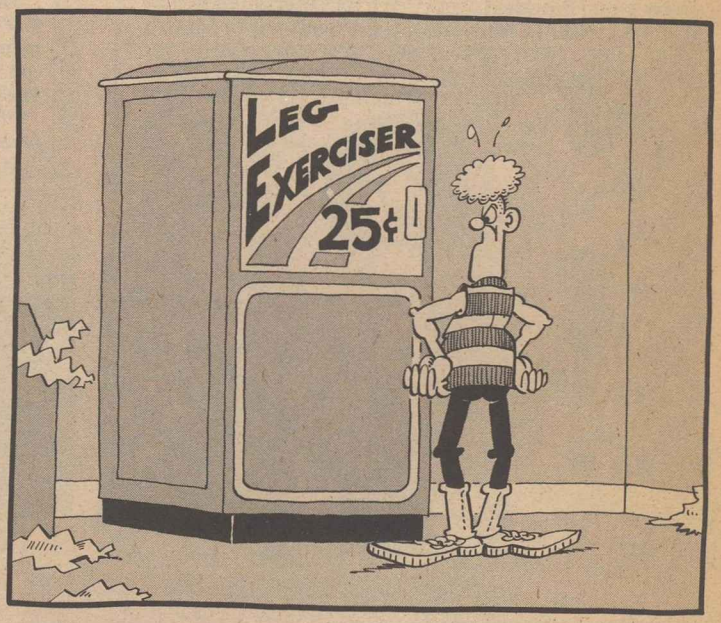
DON MARTIN DEPT. PART III

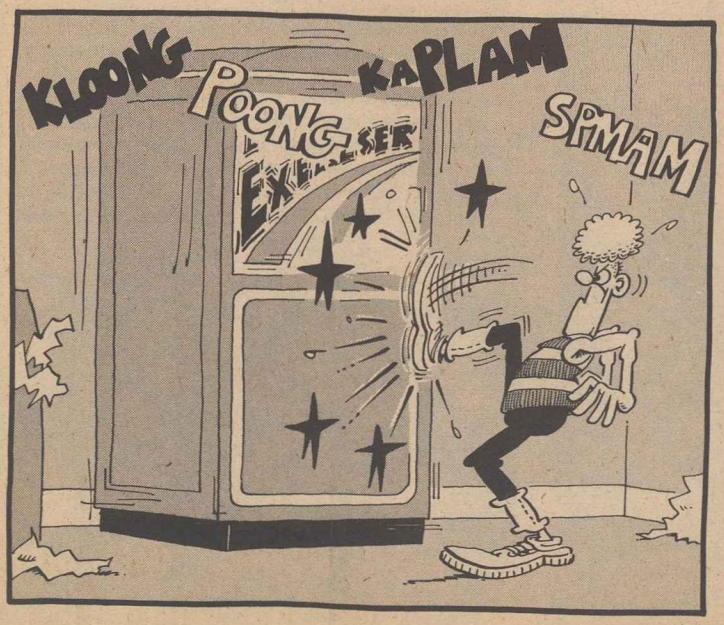
ONE FINE THURSDAY IN SEATTLE

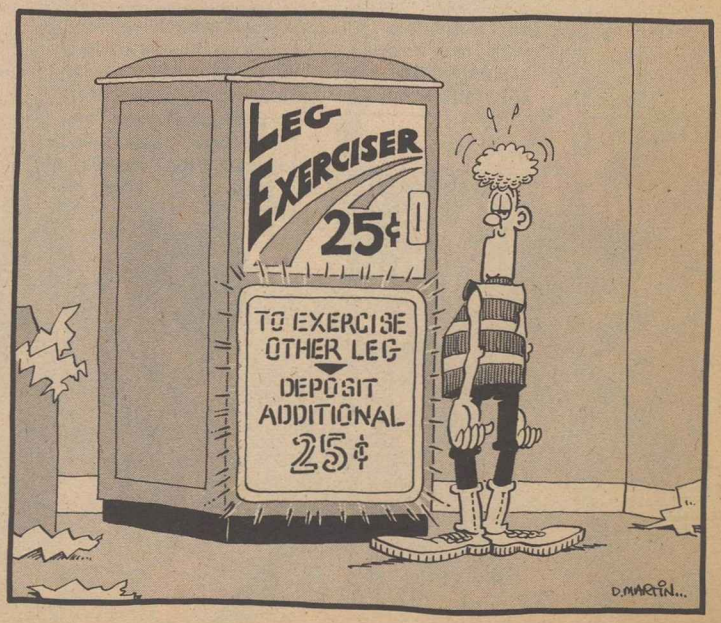












IN WHAT AREA OF HIGH-TECH "CHIP" DEVELOPMENT DOES THE U.S.A. STILL HOLD A COMMANDING LEAD?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

There is always vigorous international competition in every aspect of Industry. But in one area, the U.S.A. is still the undesputed and unchallenged champ. To find out what that area is, fold in page.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

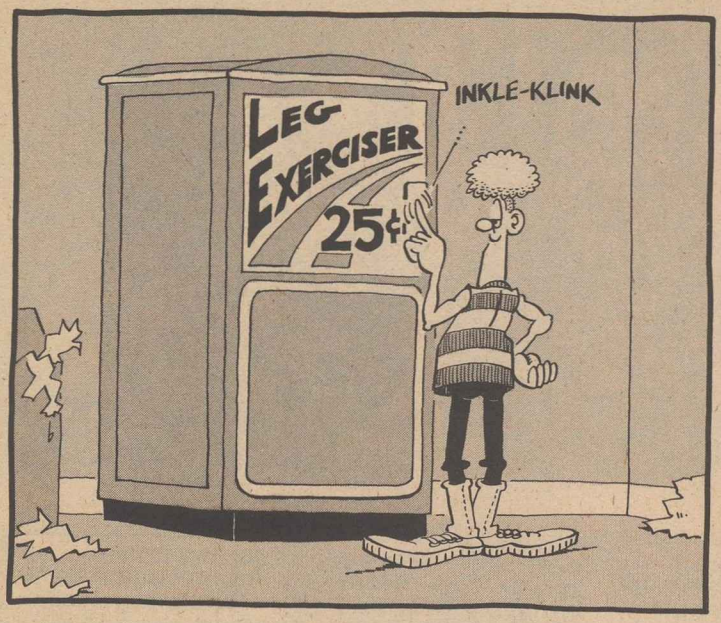
IN ONE INDUSTRIAL GAME, OLD AMERICAN PROS ARE CHOCK-FULL OF WINNING WAYS. THIS LEAVES THEIR DESOLATE COMPETITORS OUT IN LEFT FIELD. U.S. GAMESMANSHIP CONSTANTLY BEATS OFF CHALLENGES BY EAGER NEW ROOKIES

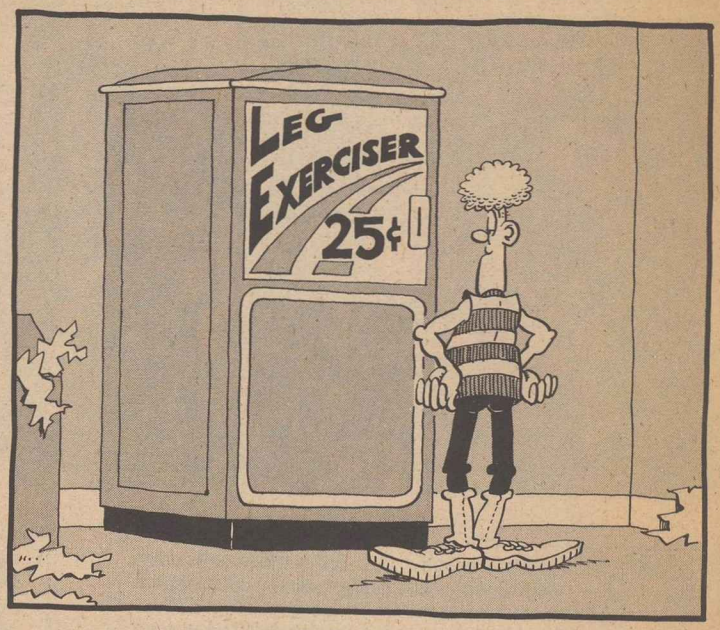
ARTIST & WRITER: AL JAFFEE

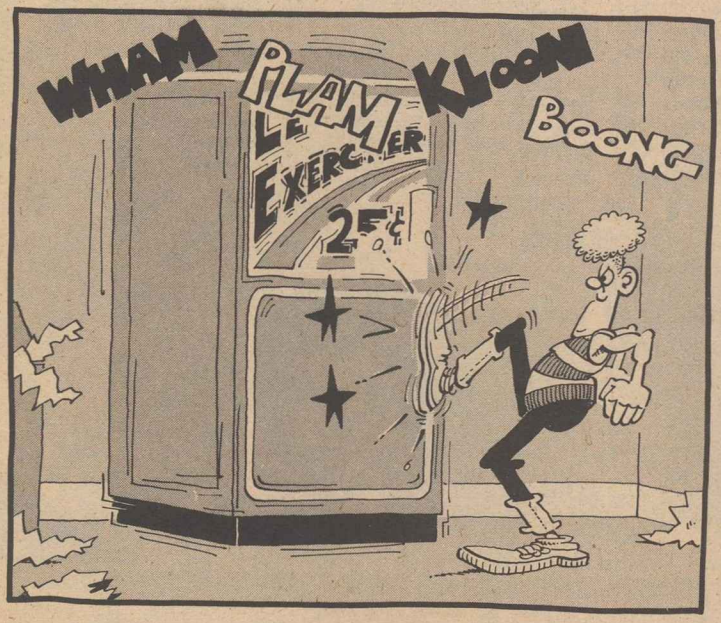
A▸ ◂B

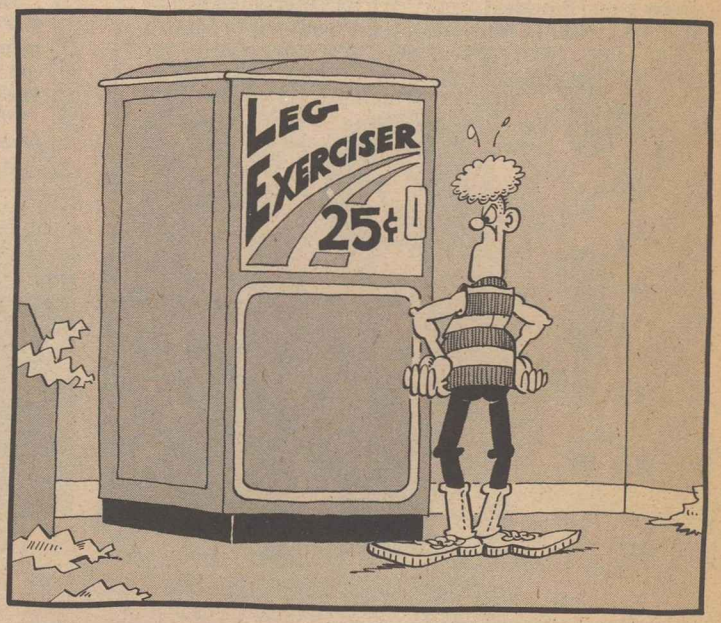
DON MARTIN DEPT. PART III

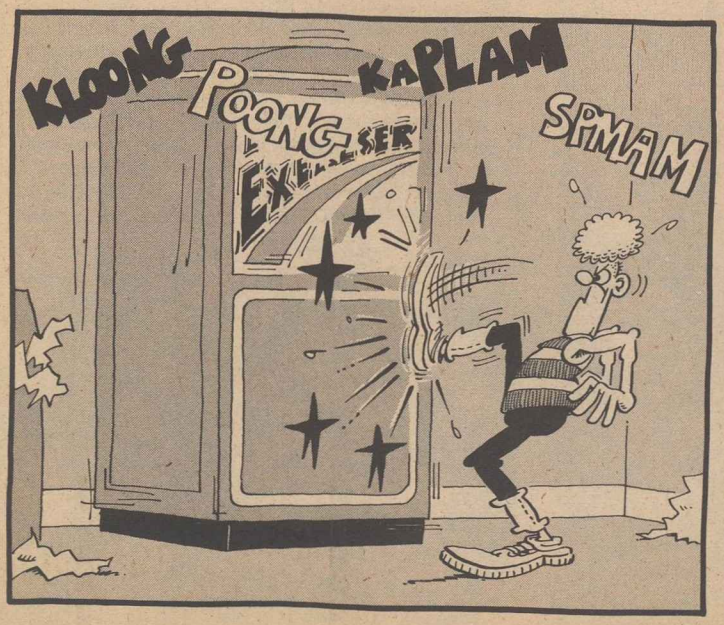
ONE FINE THURSDAY IN SEATTLE

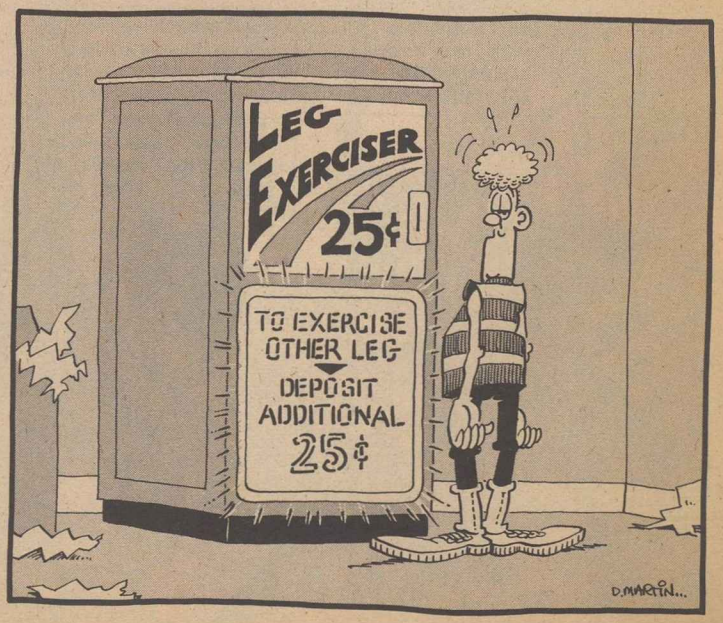








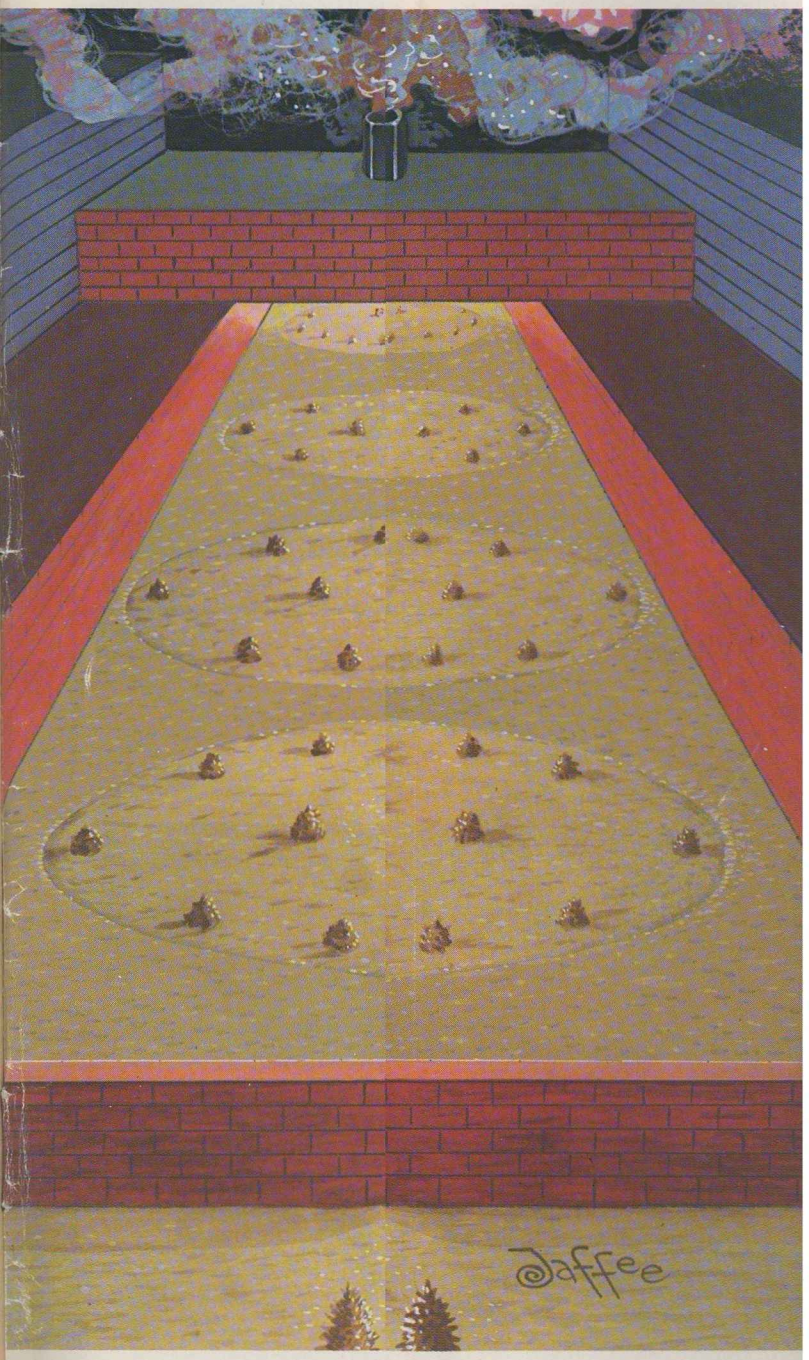




IN WHAT AREA OF HIGH–TECH "CHIP" DEVELOPMENT DOES THE U.S.A. STILL HOLD A COMMANDING LEAD?

FOLD PAGE OVER LIKE THIS!

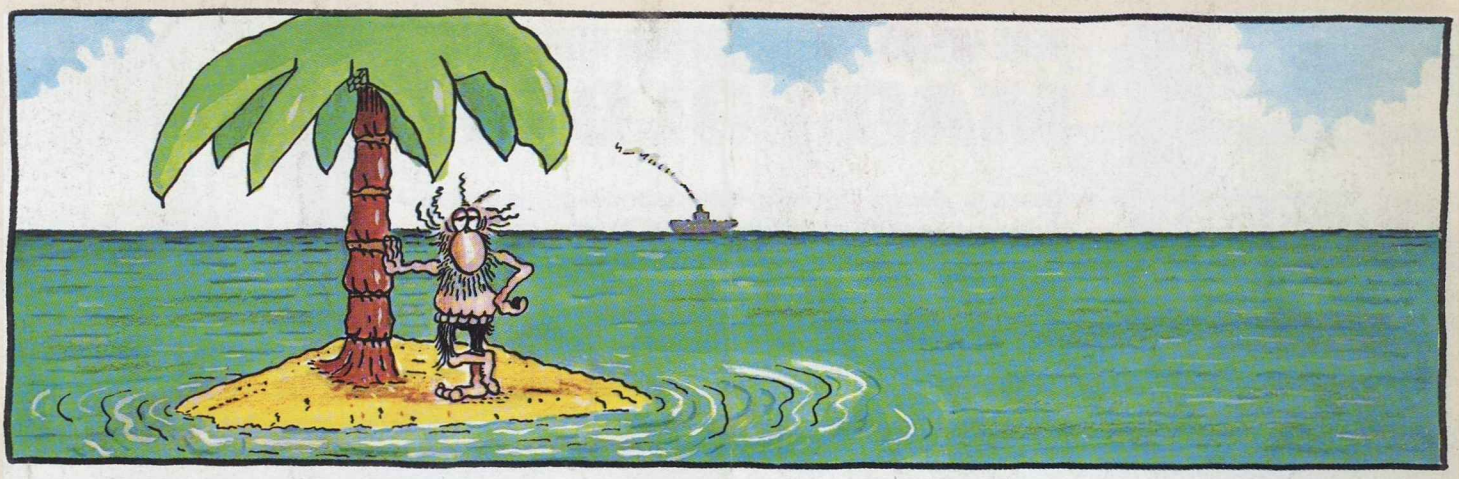
A▸◂B FOLD BACK SO "A" MEETS "B"

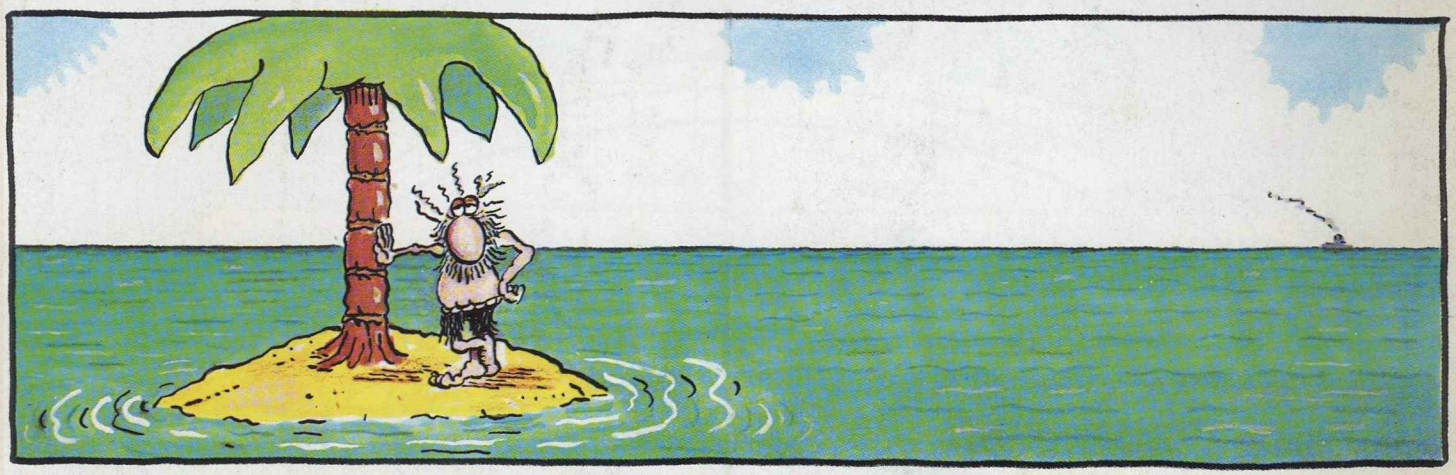


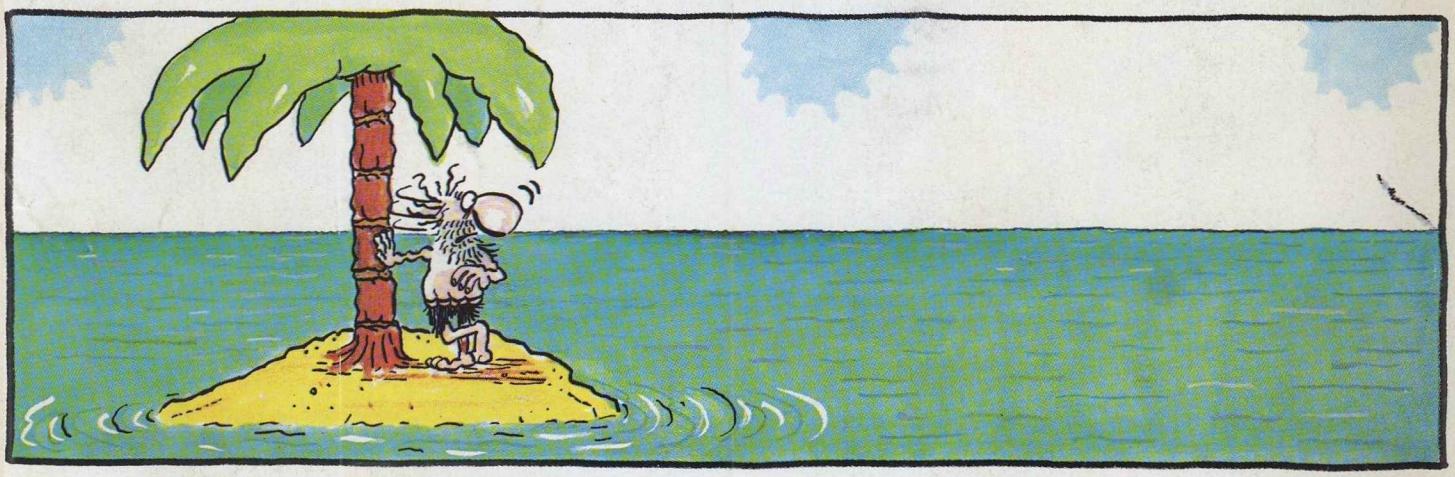
ARTIST & WRITER:
AL JAFFEE

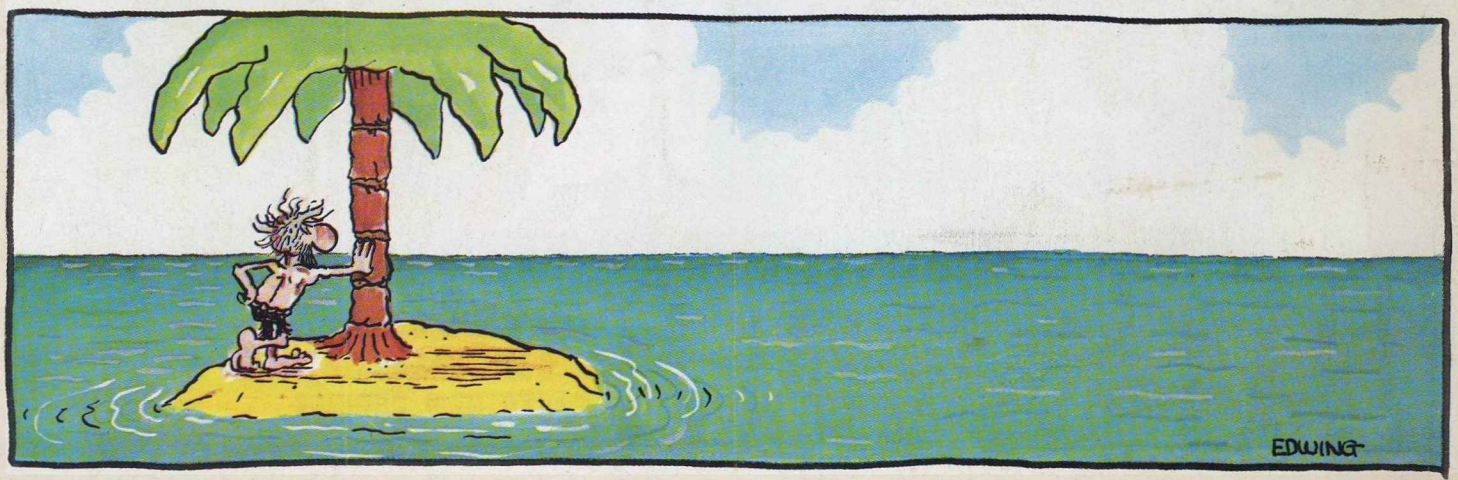
CHOCOLATE CHIP COOKIES

A▸◂B









WRITER AND ARTIST: DON EDWING